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CENTRAL BUSINESS DISTRICT STUDY

PRELIMINARY PLAN

ZEBULON, NORTH CAROLINA



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TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	1
REGIONAL SETTING	2
ECONOMIC ANALYSIS	3
Retail Trade Area (Area of Economic Influence).	3
Population Trends and Projections	5
Employment	7
Income	8
Retail Sales	10
Summary of Economic Analysis	12
CONSUMER AND MERCHANTS OPINION SURVEYS	13
Consumer Opinion Survey	13
Merchants Opinion Survey	15
Summary of Consumer and Merchants Opinion Surveys	15
DELINEATION OF THE BUSINESS DISTRICT	17
True Building and Land Values	17
COMMERCIAL DEVELOPMENT IN ZEBULON	19
DOWNTOWN 1966 - 1986	20
Design Objectives	20
Findings of Study and Plan	20
Uses of Buildings	24
Floor Space by Category	26
Vacant Land in the Central Business District	28
Functional Groupings of Floor Space - 1986	29
Buildings	30
CIRCULATION	32
PARKING	38
Appearance.	41
SUMMARY OF RECOMMENDATIONS AND PRIORITY SCHEDULE	44
IMPLEMENTATION	45
Public Responsibility	46
Private Responsibility	46
Joint Responsibility	46
CENTRAL BUSINESS DISTRICT IMPROVEMENT PROJECTS, APPROXIMATE COSTS, AND SUGGESTED FINANCING	48
Private Projects	48
Joint Projects	50
Public Projects	54
APPENDIX	follows . 42

ILLUSTRATIONS

	<u>Follows Page</u>
Regional Setting	2
Zebulon Retail Trade Area	4
True Value of Buildings and Land	17
Development Plan	
Stage I	21
Stage II	21
Existing Land Use - 1966	26
Functional Groupings of Floor Space - 1986	29
Condition of Buildings - 1966	30
Building Construction - 1966	31
Height of Buildings - 1966	31
Traffic Flow (Twenty-four hour 1964 weekday)	32
Thoroughfare Plan	33
Major Traffic Circulation - 1986	33
Major Pedestrian Circulation - 1986	36
Truck Loading, Unloading, and Service	37
On-Street Parking Inventory	38
Off-Street Parking Inventory	38

TABLES

<u>Table Number</u>	<u>Page</u>
1. Population Trends - Zebulon, Little River Township and Wake County	6
2. Comparison 1959 Income of Townships and Counties of the Retail Trade Area with the State	9
3. Central Business District Floor Space - 1966	25
4. Central Business District Floor Space - 1986	30
5. Inventory of Parking Spaces	39
6. Parking Demand 1966 - 1986	41

Appendix A

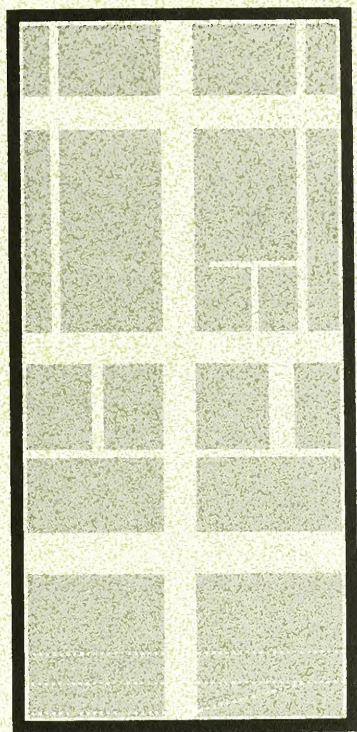
1. Distribution of Trade Area Population 1950 - 1986 . . .	56
2. Age and Race Composition of Zebulon Population . . .	56
3. Employment by Industry for Retail Trade Area Townships	57
4. Work Force Estimates - Wake County	58
5. 1959 Income Distribution by Family for Townships in Retail Trade Area	59
6. Per Capita Income Trends for Select Areas	59
7. 1963 Sales in Wake County	60
8. Retail Sales Trends for Counties of the Retail Trade Area	60
9. North Carolina Department of Revenue Retail Sales for Wake County, 1950	61

Appendix B

10. 1966 Zebulon Customer Opinion Survey	62
11. 1966 Zebulon Merchants Opinion Survey	67

Appendix C

12. Existing Building Use Classification	70 & 71
13. Condition of Buildings	72
14. Central Business District Space in Class III Condition	72
15. Central Business District Core Parking Demand- 1966	73
16. Parking Demand by Block - 1966	73



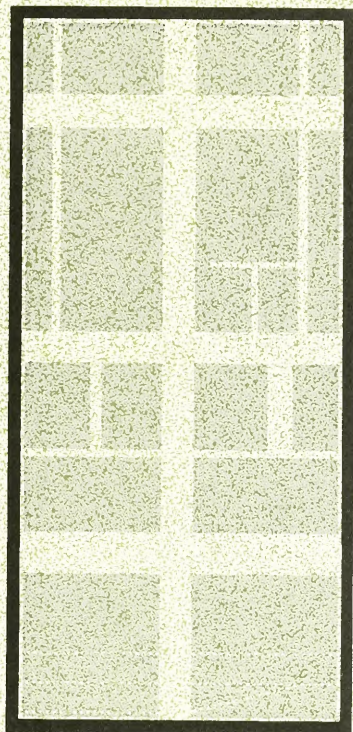
I N T R O D U C T I O N

A preliminary plan for the future development of Zebulon's Central Business District is presented in this report. Problems of parking, traffic, land use, pedestrian circulation, and the visual appearance of the business district are analyzed. Trends in population, employment, income, and retail sales were studied in order to estimate area needs for floor space, parking, and pedestrian circulation on the plan.

Zebulon's Central Business District has developed over a number of years without benefit of an overall plan. Physical facilities in the business district (streets, parking, buildings, etc.), are becoming obsolete as a result of customers' demands for greater shopping convenience. Shopping centers in Raleigh, Wilson, and Rocky Mount now offer the customer another shopping experience in convenient, well-planned shopping areas.

Shopping centers are now located on the outskirts of Raleigh (18 miles to the west) Wilson (23 miles to the east), and Rocky Mount (30 miles to the east) and perhaps similar centers will soon be built in Zebulon. The present disorganized arrangement of shops in the Central Business District does not compare favorably with a well-designed shopping center. It is obvious that with competition from shopping centers in Raleigh and other towns little additional trade can be attracted to the Zebulon business district without downtown improvements. It is essential, if the local merchants desire to increase their sales, that a coordinated advertisement, downtown improvement, and merchandise improvement effort be made.

Progress should be made in solving problems in the Central Business District, for when shopping patterns are broken they become more difficult to re-establish. Coordinating of the numerous people involved in the business district cannot be accomplished quickly. If the town's business district is to continue to grow, however, some of the downtown problems will need to be corrected soon. Efforts should also be made to increase incomes in the retail trade area by attracting more local employment; with additional income, increases in sales will follow.



REGIONAL SETTING

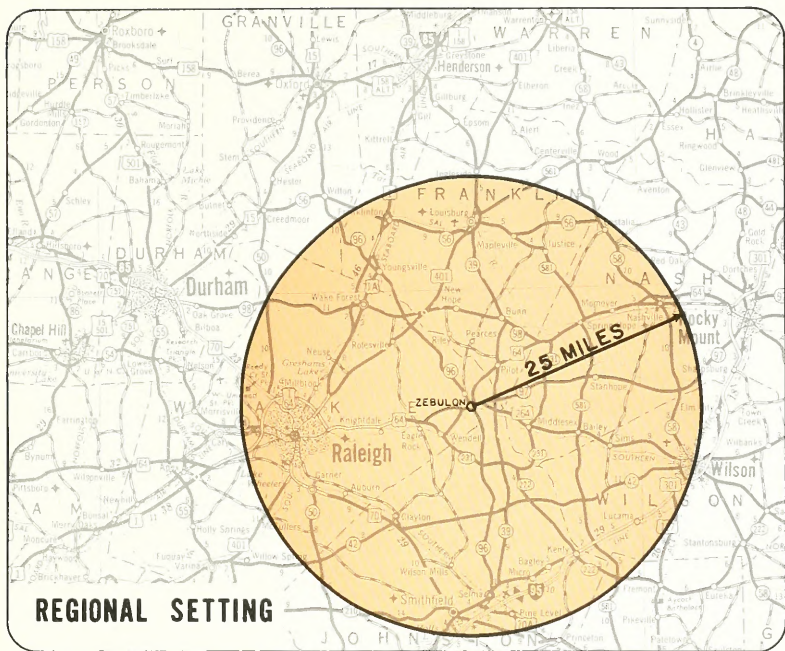
Zebulon is located in the eastern end of Wake County 18 miles from Raleigh. Major highways serving Zebulon include U.S. 64 and 264, and N.C. 96 and 97. Twenty-three miles to the east of Zebulon is Interstate Highway 95.

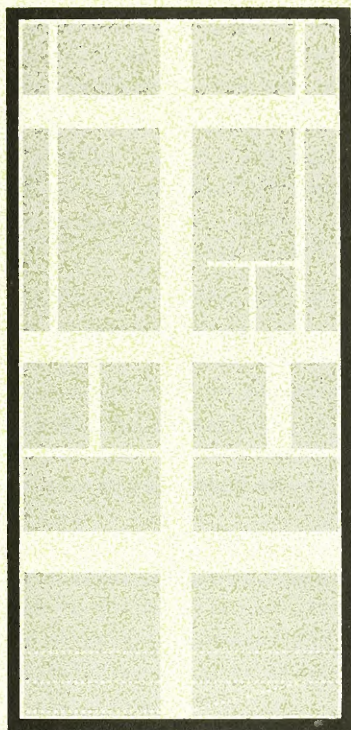
Rail service is provided to the town by the Norfolk Southern Railroad.

The travel distances to adjacent towns of equal or larger population size are listed below (See Regional Setting Map).

	Distance (in miles)	population ^{a/}
Wendell	5	1,620
Raleigh	18	93,931
Wake Forest	17	2,664
Louisburg	21	2,862
Rocky Mount	30	32,147
Wilson	23	28,753
Smithfield	25	6,117

a/ U.S. Census of Population, 1960.





ECONOMIC ANALYSIS

The purpose of this section of the study is to delineate the retail trade area of the Central Business District and to analyze economic factors of the town and trade area that influence the business district. Past and present trends of population, employment, and income in the trade area were studied in relation to retail sales.

RETAIL TRADE AREA - (Area of Economic Influence)

The growth of the Central Business District is dependent upon a number of factors but one of the most important is the economy of the retail trade area. The retail trade area, delineated in the Zebulon Land Development Plan report, encompasses an area from which the town merchants may expect to draw over 50 percent of the potential retail trade.

Larger cities such as Raleigh can provide a greater selection and price range of goods. As a result, their trade areas encompass smaller towns such as Zebulon. An indication of the magnetic effect of the larger business areas is that some of the customers living in the Zebulon trade area do all or part of their shopping in Raleigh.

When the state ratio of personal income spent on retail sales ^{1/} is compared with comparable figures for the retail trade area delineated, a little over 50.2 percent of the sales potential in the retail trade area is received in Zebulon.

^{1/} Computed by dividing state income by state sales equals ratio (67 percent).

As defined, the primary trade area includes parts of the following townships: the southeastern part of Little River (Wake County), the southern part of Dunn (Franklin County), the western part of Ferrell's and Dry Wells (Nash County), and the northern part of O'Neal's (Johnston County). The Zebulon trade area also includes the communities of Wakefield and Pilot. (See retail trade area map).

Newspaper circulation of the Zebulon Record covers somewhat the same area as that shown on the retail trade area map. Advertising influences the customers' choice of shopping facilities and therefore plays an important part in establishing the trade area.

In questioning the 52 business merchants operating stores in the Zebulon Business District it was found that they support the area drawn, as the merchants' estimated 78 percent of these sales came from the trade area delineated on the map following page 4 (see below).

Estimated Percent of Sales

<u>Merchants Survey</u>	<u>1/</u>
Town limits of Zebulon	26.0
Retail Trade Area (outside town)	52.0
Area beyond retail trade area	22.0
	<u>100.0</u>

1/ Survey made in February, 1966 by volunteers from the Lions and other civic clubs, and by the Division of Community Planning.

POPULATION TRENDS AND PROJECTIONS

Population increases are usually preceded by economic development and accompanied by increased demand for retail goods. The total number of inhabitants in the retail trade area and in Zebulon are therefore discussed. Past trends in both population and economic growth were considered in projecting the future population.

Zebulon

Incorporated in 1907, Zebulon has had a great deal of variation in its population growth rate, due to actual migrations into the community and to annexations. After being incorporated in 1907 the population almost doubled within the next decade, however, during the pre-depression period (the 1920's), a decrease in population was recorded. From 1930 to 1950 the percentage population increase was rather consistent - from 24% to 29% per decade. The growth rate dropped to less than half this percentage between 1950 and 1960 but increased at a more rapid rate from 1960 to 1966. Based on past growth trends to 1966, a population of 2,100 in 1970 and 3,100 in 1986 was estimated. (See Table 1 page 6.)

Little River Township (includes Zebulon)

Little River Township's most rapid population growth occurred during the early 1900's. From 1930 to the present the population has remained rather static and actually decreased during the 1930 to 1940 and 1950 to 1960 period. It is expected the township population will continue to decline due to an out-migration of rural families to urban areas where better paying jobs are available. (See Table 1 , page 6.)

Retail Trade Area Population

The past growth trends of the population of the retail trade area ^{1/} are shown in Appendix A, Table 1. Townships of the retail trade area, just as Little River Township, lost population in the decade 1950 - 1960. It is expected the trade area population will continue to decrease because of an out-migration from rural to urban areas where better job opportunities are available.

^{1/} U.S. Census of Population.

TABLE 1

POPULATION TRENDS

ZEBULON, LITTLE RIVER TOWNSHIP, AND WAKE COUNTY

Year	Zebulon			Little River Twp.			Wake County		
	No.	No.	%	No.	No.	%	No.	No.	%
		Change	Change		Change	Change		Change	Change
1910	483 ^{a/}	-	-	3498	-	33.2	63,229	-	15.7
1920	953	470	97.3	5701	2203	63.0	75,155	11,926	18.9
1930	860	-93	-9.8	6277	576	10.1	94,757	19,602	26.1
1940	1070	210	24.4	5912	-365	-5.8	109,544	14,787	15.6
1950	1378	308	28.8	6331	419	7.1	136,450	26,906	24.6
1960	1534 ^{b/}	156	11.3	6053	-278	-4.4	169,082	32,632	23.9
1966	1873	339	22.1	-	-	-	197,423	28,341	16.8
1970	2100	-566	35.8	5508	-545	-9.0	211,853	42,771	25.3
1980	2600	500	27.1	5388	-120	-2.2	269,421	57,568	27.2
1986	3100	500	16.2	5286	-102	-1.9	-	-	-

^{a/} Incorporated in 1907

^{b/} Part of Little River Twp. annexed to town

SOURCE: U.S. Census of Population, 1910 - 1966; projections by the
Division of Community Planning

Age and Race Composition of the Population

In comparison to the total town population (percent of total town population) a decrease was registered from 1950 - 1960 for the younger age segment of the town population, that age group from 15 - 34. This decrease indicates an out-migration of this group, which usually makes large purchases such as houses, cars, etc.

(See Appendix A, Table 2).

The non-white segment of the population also decreased by 1.6% from 1950 - 1960 (27.0% to 25.4%).

EMPLOYMENT

Employment has a direct relation to income, population, and retail sales growth. As an example, if ten additional jobs were added each with an average annual salary of \$5,000, this could be expected to add approximately \$34,000 annually in retail sales. ^{1/} A corresponding loss of ten jobs would represent a similar decrease in retail sales.

The future growth of the Zebulon Central Business District is dependent upon an increase in basic employment and income (source of income from outside the trade area). On the other hand, a decline in basic employment would probably result in a reduction of new commercial building activity and a lower rental market. Jobs do not necessarily have to be added in the trade area; those jobs that can be commuted to daily also bring new money into Zebulon.

Employment information for Little River Township, Retail Trade Area, and Wake County are next discussed.

Little River Township (Census Tract 0043)

Manufacturing, retail trade, and construction (in that order) are the major employment activities in Little River Township. Most of the jobs in manufacturing and a few of those in construction would be considered basic activities.

Employment in Little River Township in 1960 was two-thirds male and one-third female.

<u>Male</u>		<u>% of total employment</u>
White	808	42.9
Non-white	459	24.4
	<u>1,267</u>	<u>67.3</u>
<u>Female</u>		
White	405	21.5
Non-white	213	11.2
	<u>618</u>	
Total	<u>1,885</u>	<u>100.0</u>

^{1/}Estimated by applying the state ratio of 67% of total personal income in North Carolina spent for retail sales.

Retail Trade Area

Employment information for the retail trade area reveals that three-fourths of all jobs in the trade area were located in Little River and Dunn Township. Most of the workers in the trade area were employed in either manufacturing, trade, or service. (See Appendix A, Table 3).

Wake County

Work force trends for Wake County indicate that during the past three years jobs in agriculture decreased by 470, but those in manufacturing increased by 1,420.

About one-third $\frac{1}{3}$ of all workers living in the retail trade area are employed in Raleigh (See Appendix B, Table 10, Question 2.)

INCOME

More than the population or employment factors, income determines retail sales and the growth of the Central Business District. (Approximately 67% of the total personal income in North Carolina is spent directly for retail goods.) The percentage of family income spent for retail trade is much higher in an area where the per capita income is below that of the state average. People in the lower income groups must spend more of their income for the consumption goods (the necessities of life).

Information on incomes within Zebulon is not available, therefore, Little River Township income information is discussed. Little River Township includes over half of the total trade area income.

Little River Township's 1960 per capita income (\$889) is almost 30% lower than the state average per capita income (\$1,260). When compared to other townships in the retail trade area, however, it has a higher per capita income than all other townships of the trade area (\$369 higher than Ferrell's Township). (See Table 2, page 9.)

The low per capita income found in the retail trade area is closely related to the lack of manufacturing employment, education, etc.

1/Survey made in February, 1966 by volunteers from the Lions and civic clubs and by the Division of Community Planning.

TABLE 2
COMPARISON 1959 PERSONAL INCOME OF
TOWNSHIPS AND COUNTIES OF THE RETAIL TRADE AREA WITH
THE STATE

Income Class	% Dist. of Total Families by Family Income Group								
	TOWNSHIPS					COUNTIES			State
	Little River	Dunn	Ferrells	Dry Wells	O'Neal's	Wake	Franklin	Nash	
Under \$3,000	54.6	55.8	65.6	63.2	66.7	29.1	58.3	48.6	37.1
\$3,000-7,999	38.8	40.3	32.3	33.5	29.5	49.7	35.6	41.2	49.3
\$8,000-over	6.6	3.9	2.1	3.3	3.8	21.2	6.1	10.2	13.6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Ave. Family	3,985	3,295	2,648	2,908	2,665	5,872	3,282	4,160	4,838
Ave. per capita	889	813	520	641	616	1,571	775	981	1,260
White Per capita	1,228	1,025	655	919	774				
Non White per capita	392	279	173	216	258				

SOURCE: U.S. Census of Population, 1960

Distribution of Incomes

The scale of family income determines the kind and price of merchandise desired. For example, families in lower income groups spend considerably more of their income for food and the daily necessities of life. The distribution of families by income groups is an important factor which must be considered in the merchandising of goods. Within the townships of the retail trade area from 55% to 66% of all families earn less than \$3,000 ¹/annually (a poverty wage

¹/U.S. Census of Population, 1960.

when compared to the national level). Some increases in family income have taken place during the past six years, however.

The middle family income group earning \$3,000 - \$7,999 ^{1/} includes almost half of all families in the state average, but a substantially smaller percentage of all families within the townships of the retail trade area(32 to 40 percent).

A total of but 100 families in the retail trade area earned over \$8,000 per year in 1959. When comparing the percentage of all families in this income group it is less than one-half that of the state average. (See Appendix A, Table 5).

Income Projections

Total income of the retail trade area, more than that of the town or that of townships of the retail trade area, represents the potential of the Zebulon Business District. Total 1960 income for the 10,023 people of the trade area was estimated at \$7,790,000 or \$780 per capita. Past trends indicate per capita income will probably increase at approximately 40% per decade in constant 1959 dollars, reaching a per capita income of approximately \$1,900 by the year 1986 (almost two and one-half times that of 1960). Total Personal income is expected to almost double (1.9) by the year 1986 (reflects the change in trade area population, see list below and Appendix A, Table 6).

<u>Year</u>	<u>per capita income</u>	<u>total trade area income</u>
1960	\$ 780	\$ 7,790,000
1970	1,100	9,913,000
1980	1,500	12,441,000
1986	1,900	14,841,000

Source: U.S. Census of Population, 1960; Projections by the Division of Community Planning.

RETAIL SALES

Retail sales is the most important determinant in the growth and development of the Central Business District. Retail sales can be converted into profits and improvements to the physical facilities of the Central Business District. Zebulon and Wake County sales information is next discussed in detail.

^{1/} U.S. Census of Population, 1960.

Zebulon

Sales Information from the U.S. Census of Business for Zebulon and Townships of the trade area is not available; however, sales information for the town was obtained for fiscal year July 1, 1964 - June 30, 1965, from the North Carolina Department of Revenue. During that year Zebulon retail merchants' sales totaled \$5,133,400.

Wake County

Information from the U.S. Census of Business indicates that a favorable rate of sales growth occurred in Wake County from 1958 to 1963 (33.4%). In the counties of the retail trade area from 1958 to 1963 sales increased by an average of approximately 41%, most of which was probably absorbed in Raleigh, Rocky Mount, and Wilson. (See Appendix A, Tables 7 and 8).

North Carolina Department of Revenue figures indicate retail sales in Wake County increased by 3.7 times since 1950. (See Appendix A, Table 9).

Retail Specialization

Food, gas, and automobiles account for 54 cents of every dollar spent in the non-urban portion of Wake County (which includes Zebulon). This indicates some specialization in these items. This specialization is apparent in the retail establishments located in Zebulon. (See figures below.)

	1963 Division of Sales Dollar in non-urban portion of Wake County ^{a/}
Food	\$.25
Gas stations	.16
Automobiles	.13
Eating and drinking places	.09
General merchandise	.07
Furniture and household appliances	.04
Drugs	.03
Non-store retailers	.01
Apparel, lumber, building, materials, and non-store retail stores	.22
	\$1.00

^{a/} U.S. Census of Business, 1963.

SUMMARY OF ECONOMIC ANALYSIS

The Zebulon retail trade area covers a pear-shaped area (7 miles by 10 miles) that encompasses the eastern end of Wake County, the Southern end of Franklin County, the western end of Nash County and the northern end of Johnston County. It includes a 1960 population of 10,023 people.

Population trends for the town indicate a substantial increase in population by 1986. (Total population of 3,100 people by 1986). Within the trade area, however, a continued out-migration of the rural population is expected. Recent trends for the trade area indicate a continued decrease in trade area population (1986 population: 8,000).

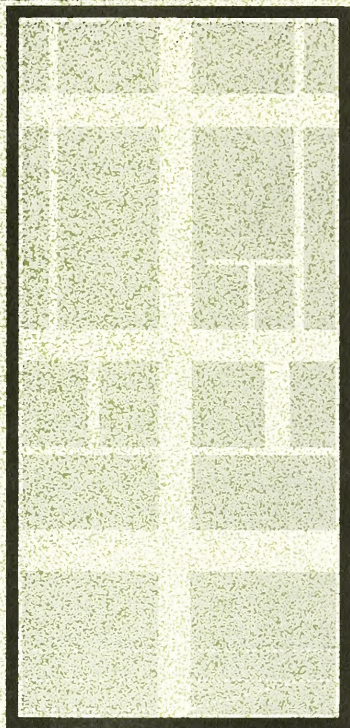
Trends in Wake County indicate a reduction in agricultural employment and an increase in manufacturing employment. This reduction in agricultural employment is expected also for the retail trade area.

In comparing the average family income in the townships of the retail trade area with that of the state average, the former averages are much lower. However, incomes are increasing due to more local jobs being added, hence higher incomes.

Retail sales in Zebulon are low when compared to total trade area income; merchants are not attracting their share of sales from the retail trade area. Only a little over one-half the sales potential is attracted.

Much of the present retail specialization is in food, gas, and automobiles sales.

The future growth of the Central Business District will result from a number of factors: (1) a shift of trade area population to the Zebulon vicinity (people in Zebulon tend to buy more in the Central Business District) (2) increases in per capita income, hence purchasing power; (3) improvement in physical facilities and the appearance of the Central Business District; and (4) new sales techniques and merchandising methods.



CONSUMER AND MERCHANTS OPINION SURVEYS

The consumer opinion survey included a 10% sample survey of families living within the town and every 10th family living on a major highway outside the town, but within the trade area. A total of 104 families were interviewed.

The merchants opinion survey covered the 52 principal merchants found in Zebulon's Central Business District (almost a 100% survey).

Both surveys were conducted during March by the Zebulon Planning Board and by volunteers from the Lions and other civic clubs. The mayor, town officials and a few volunteers from the Lions and other civic clubs did a large part of the work. The Division of Community Planning supplied the technical assistance.

CONSUMER OPINION SURVEY

The consumer survey included nine major questions. The number of persons responding to each question and the percentage distribution of those responding is included in Appendix B, Table 10.

Half of those responding to the questionnaire lived within the corporate limits of Zebulon. About one-third worked in Zebulon, about one-third worked in Raleigh and about one-third worked on farms and in other urban areas. Almost 98 percent shopped at least once a week in Zebulon.

The percentage of items purchased in Zebulon varies as follows:

<u>Retail items</u>	<u>% total responding to questionnaire</u>
Medicine and Drugs	97
Lumber and Building supplies	94
Groceries	92
Hardware	90
Fertilizer and Farm supplies	89
Fuel oil, kerosene, gas and coal	81
Furniture	78
Home Furnishings	72
Everyday clothing	61
Farm Equipment	42
Good Clothing	42

In Zebulon clothing and farm equipment sales were low; much of this type business is going to aggressive merchants in Raleigh and other adjacent towns.

The following list summarizes the percentage of families purchasing services in Zebulon:

<u>Service item</u>	<u>% of total responding to question</u>
Dry cleaning	95
Laundry and Laundromat	93
Beauty and Barber shop	79
Doctor	79
Insurance	75
Lawyer	73
Bank	73
Eating and Drinking places	68
Dentist	61
Hospital or Clinic	56
Entertainment	47

Even though a new hospital is located in Zebulon, many of those questioned still go to Raleigh when hospitalized. Most of those interviewed also went to Raleigh for entertainment. Day to day service needs, such as dry cleaning and laundry, for the most part were purchased in Zebulon.

In response to questions about satisfaction with traffic circulation, merchandise, sales personnel, and the appearance of buildings in the Central Business District, most classified Zebulon from good to fair.

Consumers wanted the following Central Business District improvements made in this priority order:

1. Provide more off-street parking.
2. Provide public rest rooms.
3. Provide covered sidewalks.
4. Provide a wider selection of merchandise.
5. Build attractive well-lighted walks from stores to off-street parking areas.

Since consumers determine retail sales, their suggestions should be considered carefully.

MERCHANTS OPINION SURVEY

Eight questions were asked of the 52 merchants of the Central Business District; all responded. (Appendix B, Table 11). Significant answers received are discussed below:

Over half the 52 merchants leased their buildings (56%) usually from a local owner. Merchants estimate that 22% of their sales come from outside the area delineated on the retail trade area map. The merchants employed 276 people. Normally 227 persons (including the merchants) drive to work, although only 165 off-street spaces are provided (deficiency of 62 spaces).

The 52 merchants occupy a total of 302,000 square feet of building space, and 44% plan to expand their space within five years by an average of 3,900 square feet each. This building expansion would result in an additional 60 persons being employed in the Central Business District.

Most of the merchants questioned were satisfied with their present business location. Approximately 85% felt the present supply of parking space within the Central Business District was not adequate. (They generally agreed that additional off-street parking would solve the problem. Over one-half the merchants were willing to contribute financially to provide additional off-street parking, and felt the individual merchant or merchant's cooperations should finance the additional off-street parking.)

The action program recommended by the merchants is as follows in this order of priority:

1. Provide more off-street parking.
2. Improve the exterior appearance of stores.
3. Improve the interior appearance of stores.
4. Provide a wider selection of merchandise.
5. Improve traffic circulation.

SUMMARY OF CUSTOMER AND MERCHANTS OPINION SURVEYS

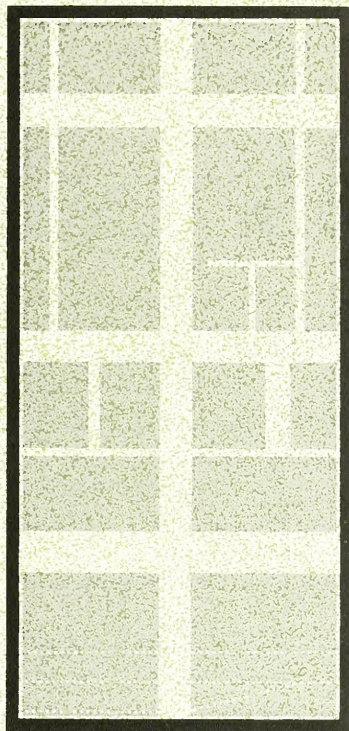
In comparing the five point action program recommended in the consumer and merchants opinion surveys, the number one recommendation was the same in both surveys (add more parking). Action points two and three on the two surveys were different. The merchants were more concerned with the appearance of buildings, the

consumers more concerned with sidewalks and public restrooms. It is interesting, however, to note that both surveys again agreed on point four (provide a wider selection of merchandise). On point five the consumers were more concerned with sidewalks; the merchants more concerned with traffic. Consumers were also more concerned with benches and beautification than were the merchants.

A number of consumers expressed dissatisfaction with the traffic problems created by the bus station.

Consumers also expressed dissatisfaction with the general appearance and neatness of some of the properties within the Central Business District.

The merchants expressed dissatisfaction with employees who utilize choice parking spaces along Arendell Avenue, and with the lack of enforcement of the two hours parking regulation on Arendell Avenue. If the choice on-street parking spaces along Arendell Avenue were used every two hours by a new customer, each space would be nearly as effective as three or four - an important consideration when there are not enough spaces to go around especially on Saturdays.



DELINEATION OF THE CENTRAL BUSINESS DISTRICT

Methods of delineating the Central Business District include criteria such as: highest land value, greatest concentration of traffic, and greatest intensity of sales to determine the limits of the Central Business District. After considering the above items, the area was delineated. As shown on the Existing Land Use Map, following page 26, it includes land from the Norfolk Southern Railroad north to Gannon Avenue (U.S. 64). It extends east and west from Poplar to Church Street.

Within this Central Business District area, the central business district core was outlined. This is the area that generally has the greatest concentration of pedestrian traffic. (See Existing Land Use Map), following page 26.

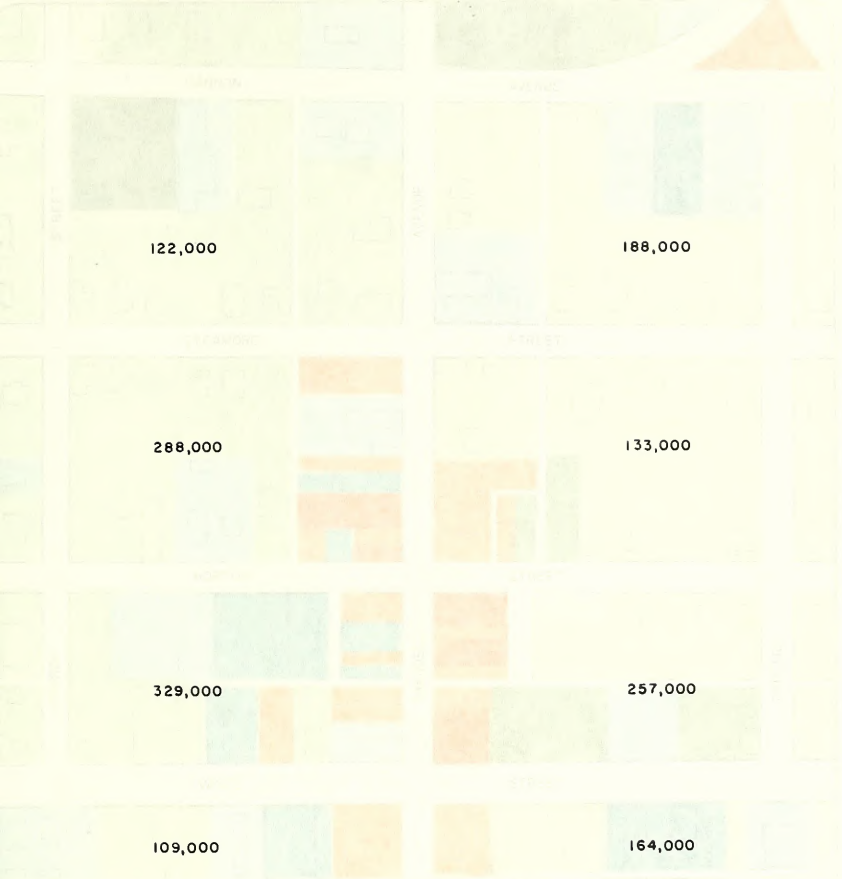
The area located outside the core has been defined as the Central Business District fringe area.

TRUE BUILDING AND LAND VALUES ^{1/}

The map entitled "True Value of Buildings and Land," following page 17 graphically indicates Central Business District building and land values. This information was determined by doubling the assessed valuation (assessed valuation is 50% of estimated True Value) of each property and dividing the total by the area of the lot to determine a per square foot value (provides a unit value) for comparison purposes. The assessed values assigned may not necessarily be one-half the true market value but it provides a basis for comparison.

As indicated on the map, the highest values are found along Arendell Avenue between Vance and Sycamore Streets. Commercial land is generally valued in excess of \$2.00 per square foot while industrial uses have normally been valued below \$2.00 per square foot, and residential use generally below \$1.00 per square foot. Since commercial land is assessed at a higher rate than other types of land use when compared to the area occupied, it contributes a substantial amount of tax revenue to run the town. The continued prosperity of commercial land use in the Central Business District is important; among other reasons it provides a source of town revenue

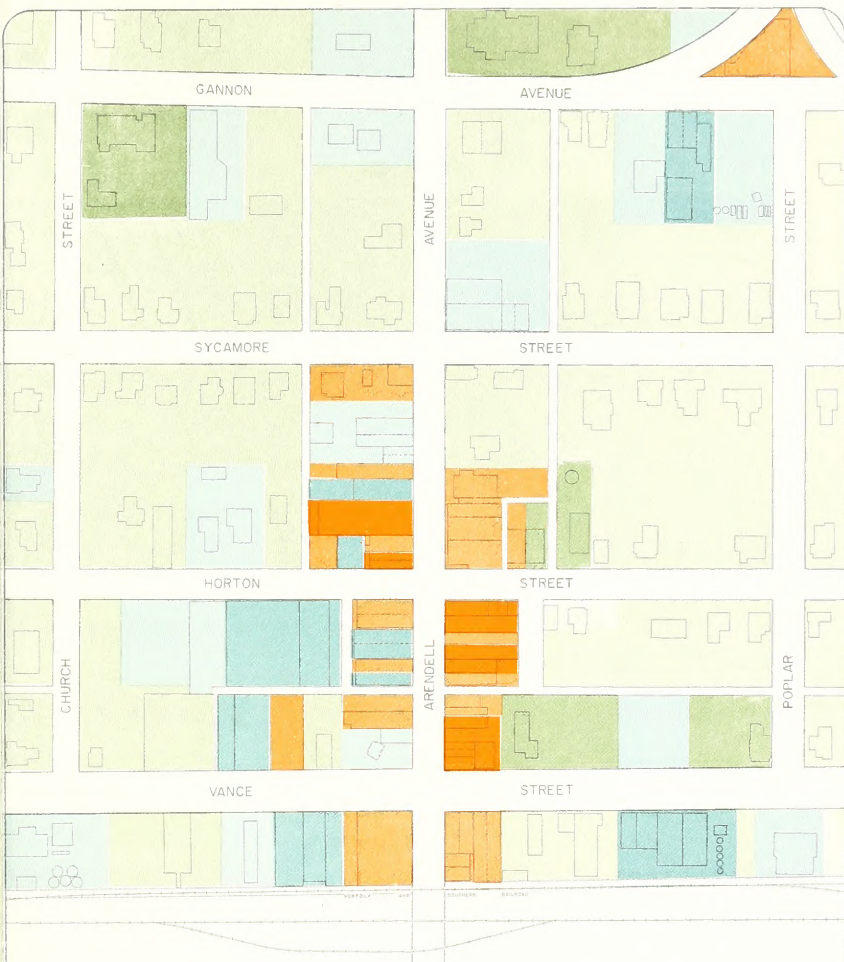
^{1/} Source: Wake County Tax Office.



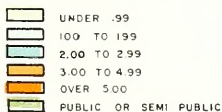
DOLLARS PER SQUARE FOOT
(APPROXIMATE)

TRUE BLOCK
VALUE OF BUILDINGS & LAND
ZEBULON, NC
CENTRAL BUSINESS DISTRICT

TRUE VALUE COMPUTED BY PHOTOGRAPHIC AERIAL MEASUREMENT
VALUED BY 1974 FIVE YEAR METHOD



DOLLARS PER SQUARE FOOT
(APPROXIMATE)

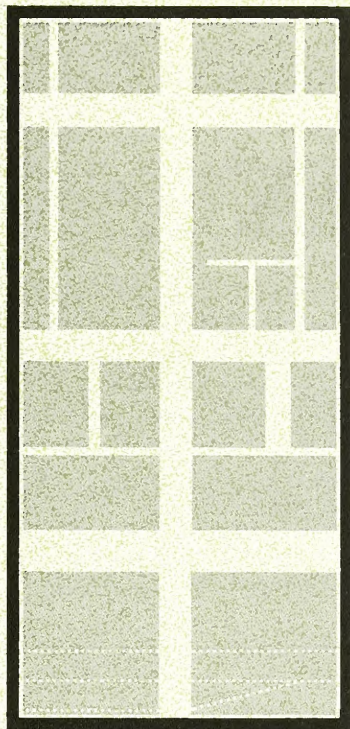


**TRUE
VALUE OF BUILDINGS & LAND^{A/}
ZEBULON NC
CENTRAL BUSINESS DISTRICT**



^{A/} TRUE VALUE COMPUTED BY MULTIPLYING 2 TIMES ASSESSED VALUATION (50% OF TRUE VALUE)

Block values are included on the "True Value of Buildings and Land" Map. The block including Bunn's Wholesale Grocery has the greatest value; it is followed in value by the block including Pope's Store and the block which includes the Town Hall. Other blocks in the Central Business District include considerably less total value; the remaining blocks in the Central Business District contain less commercial land use. The higher value of commercial land use reflects the importance of Commercial establishments to the town's tax base.

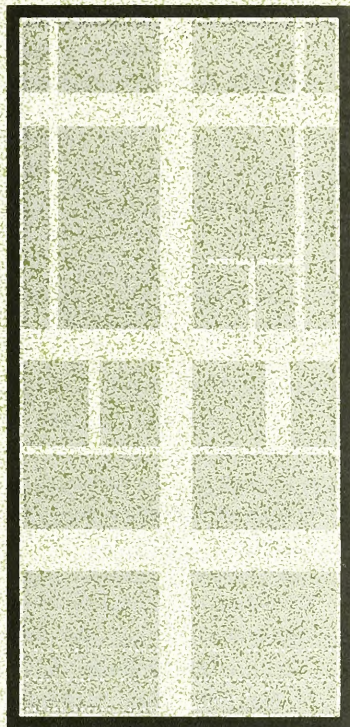


COMMERCIAL DEVELOPMENT IN ZEBULON

Outside of gas stations and small grocery stores virtually all of the seven acres of commercial land use ^{1/} in Zebulon is contained within the Central Business District. The major exception is the Piggly-Wiggly Super Market and its adjacent shops located at U.S. 64. In addition, there is a scattering of minor marginal commercial uses (grocery stores and gas stations) in Wakefield, along U.S. Highway 264 and 64 and on Arendell Avenue, south of the railroad.

Although no complete shopping center has yet developed in Zebulon, plans are now under way for such a center to be located on U.S. Highway 64 (across from the hospital). Included would be a grocery store, drug store, apparel shops etc.

1/ Zebulon Land Development Plan, Study



DOWNTOWN 1966 - 1986

DESIGN OBJECTIVES

The primary objectives of this study is to provide a Central Business District development plan that will:

1. Correct the physical deficiencies in the Central Business District (parking circulation etc.)
2. Make the best use of the Central Business District advantages (hub of roads in the area etc.)
3. Provide a more efficient relationship between Central Business District activities, such as automobile circulation, parking, and pedestrian circulation.
4. Improve the aesthetic appearance of the business district, including its buildings, parking areas, and walkways.

FINDINGS OF STUDY AND PLAN

The Central Business District of Zebulon is much more than a place where merchandise is bought and sold. It is also a center of employment, a place of meeting where people from the entire trade area do business, seek professional advice, and personal services. The hub of communication and transportation, the downtown area is also the center of governmental functions. The Central Business District is therefore the focal point of the community and the trade area.

The purpose of this study is to examine this vital part of the town with respect to land use pattern, appearance, walkways, and parking and traffic conditions. Then recommendations can be made for a more efficient arrangement of facilities in the Central Business District for both the present and the future.

Zebulon's Central Business District has many advantages. It is the natural focal point of highways in the trade area; the site of public buildings, including the town hall and post office, that generate numerous trips downtown; and the location of business establishments that provide the greatest selection of merchandise and service in the trade area. When the business district is compared with a well-designed shopping center, however, it does not provide the same degree of shopping convenience with respect to parking, pedestrian circulation, appearance, traffic circulation,

and service.

Improvement of shopping convenience is one of the objectives of the plan and the Central Business District development plan includes two phases of development (Stage I and II). The initial stage provides a foundation for development that if implemented, can correct problems of traffic and pedestrian circulation, parking, land use, and the poor appearance of the Central Business District. The second stage then further extends the plan providing additional floor space, parking space etc.

A summary discussion of the two stages of the plan with parking, traffic and pedestrian circulation, appearance etc. information follows. Later elements of the plan are discussed separately.

Stage I

Parking -

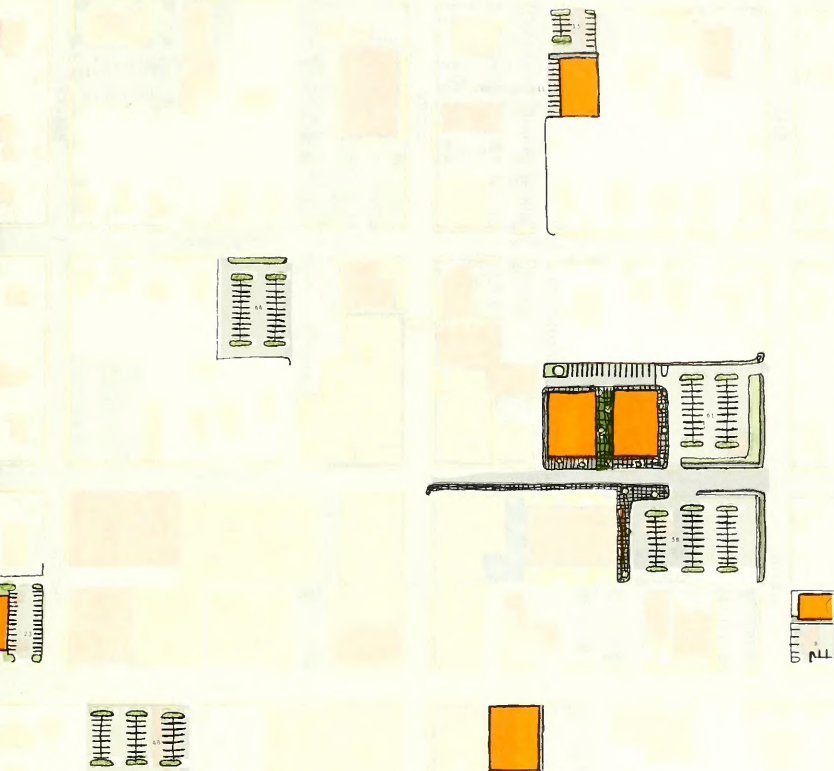
In order to solve the most pressing problem of the Central Business District, parking, a number of off-street parking areas are recommended. Located to the rear of stores facing Arendell Avenue and in adjacent vacant lots parking areas are within convenient walking distance and are connected with shops via walkways and rear entrances.

Traffic -

Traffic circulation is handled on the plan by a loop system composed of Vance, Church, Cannon, and Poplar Streets. Arendell Avenue is a direct thoroughfare through the Central Business District. Internal circulation is handled by Sycamore and Horton Streets. This street system funnels traffic either into or around the Central Business District. These streets are now used but they would need to be improved and widened to function as a loop system. Traffic signals would also need to be revised to encourage their use.

Rear Entrances -

Direct access from parking areas to shops is recommended by use of rear entrances. At rear entrances, display windows, plant boxes and attractive well-lighted doorways are needed to overcome the traditional dislike for rear doorways.



Mall —

A mall is proposed to improve shopping convenience and pedestrian circulation. The proposed mall extends from the alley (located behind the Town Hall) to Horton Street. It is anticipated that the two grocery stores backing on the proposed mall would relocate before this mall is built and that a large primary trade store would be added to the east of the proposed mall.

Pedestrian Walkway —

Pedestrian walkway improvements recommended on the plan include: (1) Remove vehicle traffic from the alley adjacent to Whitaker's Cafe and from the alley adjacent to Antone's Department Store and convert these alleys to a walkway that connects rear parking areas and Arendell Avenue. In the block with Pope's Store and the block with the Zebulon Record, two walkways are proposed: one adjacent to the Western Auto store and another across the street adjacent to the proposed savings and loan establishment. These walkways would provide a direct connection from proposed rear parking areas to Arendell Avenue. It is recommended that a minimum of 15 feet be provided for the above pedestrian walkways.

Sidewalks on Arendell, Horton, Sycamore, and Vance Streets should also have a minimum width of eleven to fifteen feet.

It is recommended the lot adjacent to the town hall be improved for a parking lot, including pavement, stripping, and the planting of shade trees. This lot could also serve as a location for street fairs, political rallies, trade shows, cultural exhibits, etc. Such attractions would add shoppers to the Central Business District. It is recommended that public rest room facilities be added to the town hall when it is remodeled and expanded.

Building space —

A couple of new buildings are under construction in the Central Business District: the Post Office and Zebulon Dry Cleaners establishment on Vance Street. Other buildings programmed for construction include a First Federal Savings and Loan building and a new Western Auto store on Arendell Avenue. Additions are programmed for the Zebulon Record newspaper office, W. B. Bunn and Company Wholesale Grocery, and the City Hall (new Fire Station).

Sites for new buildings indicated on the plan include a site to the north of the Chevrolet Company, and one in the block to the west of the Chevrolet Company. It is anticipated the Chevrolet dealer will relocate, and this building would then be converted to some other secondary trade use. Additional office space is programmed in a new building to the north of the existing Western Auto store. It is expected the Zebulon gas station (in the Central Business District) will be replaced by a secondary trade establishment. A large primary trade establishment (such as a department or variety store) is proposed for the lot across from the old post office.

Canopies —

A continuous canopy system is proposed along buildings on Arendell Avenue extending from Cannon Avenue to the railroad and also over the rear walkways of these buildings a similar system of canopies is needed to insure shoppers protection from heat and rain.

Trees —

It is proposed that permanent street trees be planted along Poplar, Church, Gannon, and Sycamore Streets. A hardy long-life tree that is free of insects, disease and objectionable traits is recommended (for example live oak). Shade trees such as pin oaks should be planted in off-street parking areas. When smaller trees are needed because of a lack of space or because of overhead wire, cherry laurel, or crepe myrtle should be considered.

Stage II

How the Central Business District plan can be added to is indicated in Stage II of the plan.

To provide for expansion in trade, a mall shopping area has been added on Horton Street. In the Central Business District fringe area, additional parking has also been added to the plan.

Summary of Plan

It should be remembered that the Development Plan is a general plan for the Central Business District, and before construction begins, more detail plans will have to be made by architects, landscape architects, and engineers. The plan is a basic guide and framework from which more detailed design drawings can be made. It is essential that every activity affecting the physical development of the Central Business District occur within the framework of the plan if its objectives are to be accomplished. Following is a discussion of each of the major facets affecting the Central Business District Plan.

USES OF BUILDINGS

Floor Space By Use - 1966

A survey of the use of each building in the Central Business District was made by the Division of Community Planning during December, 1965. Space was classified into ten categories. A complete description of each category is given on Table 12 in Appendix C. A graphic exhibit of the use of the first floor of each building is shown on the Existing Land Use map. The use of both the ground and the upper floors of buildings is included in Table 3, page 25.

Core Area -

Most (fifty-one percent) of the total 190,100 square feet of floor space included in the core is used for trade (primary, secondary and convenience trade.) The next most important use (27 percent of the total) is service (administrative, financial, advisory, and consumer service). Vacant space amounts to 11 percent of the total. The least important use is wholesale and storage space, which is found in the upper floors of several buildings, nine percent of the total core area space.

TABLE 3
CENTRAL BUSINESS DISTRICT
FLOOR SPACE - 1966 ^{1/}

Type of Use	Core		Fringe Area (outside core)		Study Area	
	Sq. Feet	Total	Sq. Feet	Total	Sq. Feet	Total
Adm. Fin. and Advisory Service	21,000	11.0	--	--	21,000	5.1
Primary Trade	23,300	12.3	--	--	23,300	5.7
Secondary Trade	52,300	27.5	42,600	19.3	94,900	23.1
Convenience Trade	21,900	11.5	9,500	4.3	31,400	7.6
Consumer Services	29,900	15.7	10,800	4.9	40,700	9.9
Sub Total	148,400	78.0	62,900	28.5	211,300	51.4
Manuf. & Ind. Service	--	--	6,500	2.9	6,500	1.6
Social and Cultural Service	2,300	1.2	28,400	12.9	30,700	7.5
Wholesale and Storage	17,800	9.4	116,500	52.8	134,300	32.7
Vacant Buildings	21,600	11.4	6,400	2.9	28,000	6.8
TOTAL	190,100	100.0	220,700	100.0	410,800	100.0
Residential	14,700	--	138,000	--	152,700	--

Source: ^{1/} Survey by Division of Community Planning,
December, 1965

Fringe area

In the fringe area outside the core, most of the space is used for residential use followed in importance by wholesale use (Bunn and Company, Wakelon Grain Company, Little River Ice Company, etc.). Secondary trade is the next major use of buildings; it includes automobile sales (Chevrolet and Pontiac dealers, etc.). There are also two large churches located in the fringe area (Baptist and Methodist Churches).

Each category of building space beginning with primary trade is discussed below.

FLOOR SPACE BY CATEGORY

Primary Trade

The primary trade land use category includes: department stores (Farmer's, Pope's, and Antone's); variety stores (Hunter's Five and Ten); clothing stores (Frank Kannon's), and other similar stores. All primary trade uses are located in the core area.

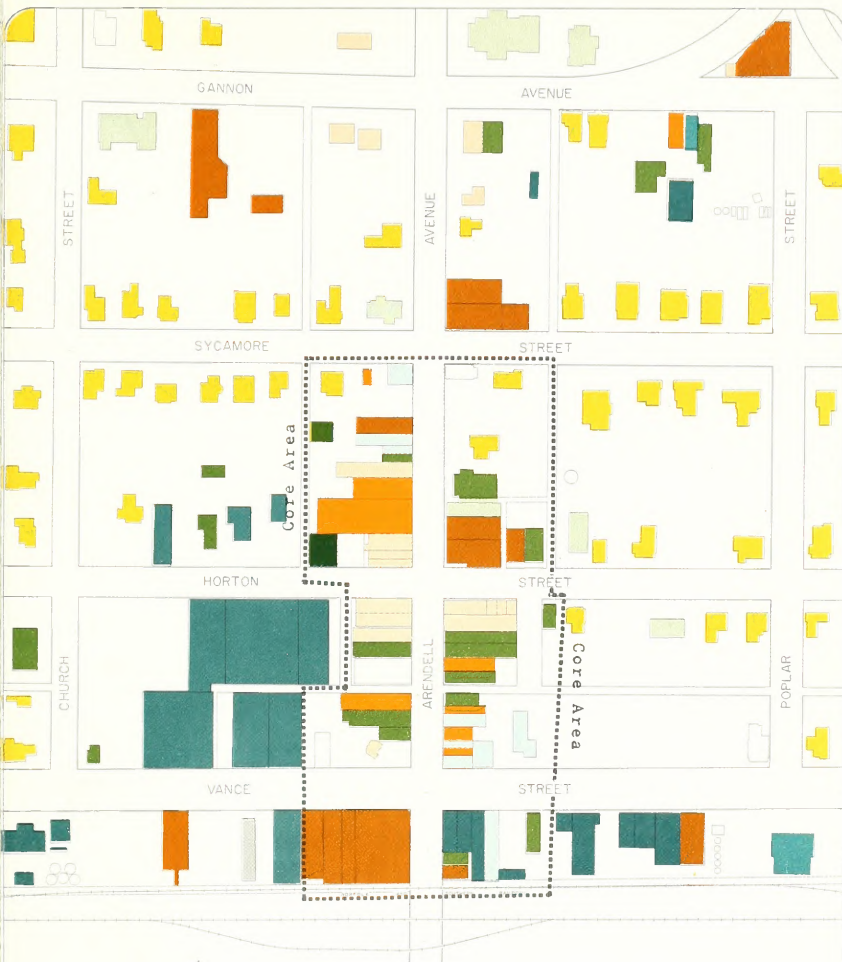
Uses of this type should be located where pedestrian concentrations are greatest, as on Arendell Avenue. For primary trade items shoppers like to make comparison in style, price, etc. before buying; therefore, these establishments should be located in close proximity to each other with convenient walk access.

Secondary Trade

This land use includes establishments selling furniture (Whitley's and Zebulon Furniture); hardware (Debnann); appliance (Western Auto, Appliance Towers, and Maytag store); and automobile sales (Chevrolet and Buick Dealers), etc. All of secondary trade establishments are located in the core area except the automobile sales establishments which are in the fringe area.

Secondary trade establishments sell high bulk items that require considerable floor space for display. New uses of this type are locating in the fringe area where the prices of land is more economical.

Vehicle rather than pedestrian access is more important for secondary trade establishments.



- | | |
|---|---|
| ■ PRIMARY TRADE | ■ WHOLESALE & STORAGE |
| ■ SECONDARY TRADE | ■ MANUFACTURING & INDUSTRIAL SERVICES |
| ■ CONVENIENCE TRADE | ■ RESIDENTIAL |
| ■ CONSUMER SERVICES | ■ VACANT BUILDINGS |
| ■ SOCIAL & CULTURAL | |
| ■ ADMINISTRATIVE FINANCIAL & ADVISORY | |

EXISTING LAND USE
ZEBULON N.C.
CENTRAL BUSINESS DISTRICT



SOURCE: SURVEY BY COMMUNITY PLANNING,
 DECEMBER, 1965

Convenience Trade

Establishments of this type include drug stores (Zebulon Drug Company and Morgan's); gas stations (Esso, Gulf, Texaco, Sinclair, etc.); and grocery stores (Temple Market, Medlin, Food Lanes and Dunn's). All of the existing convenience trade establishments are located within the core except the gas stations and auto repair establishments.

This category includes shops that sell items that are used daily; therefore, easy access and convenient parking is important. Because of the limited amount of parking space in the Central Business District, it is expected new food and drug stores will locate in more convenient out-lying locations in the future, if convenient parking cannot be provided in the Central Business District.

Consumer Services

Consumer service establishments include cafes (Whitaker's, and Perry's); the barber and beauty shops; Wakelon Theatre; dry cleaning establishments (Zebulon and Gay's); Post Office, and several laundromats. All consumer service establishments are located in the core area except for Perry's Cafe and a laundromat.

Consumer service shops provide for the immediate intangible needs of Zebulon citizens.

Administrative, Financial and Advisory Services

This use includes the following establishments in the Central Business District Core: the Town Hall, Peoples Bank, First Federal Savings and Loan Association, Carolina Power and Light Company, and several insurance companies (none are located in the fringe area).

Social and Cultural

Two churches (Baptist and Methodist); and a doctor's office make up the bulk of this use. The churches have located in the fringe area where parking space is readily available. The doctor's office is located in the core.

Wholesale - Storage and Manufacturing - Industrial Services

These two categories are combined for discussion purposes. The major portion of this category is included in the W. B. Bunn and Company Wholesale Grocery. Along the south side of Vance Street are a number of smaller wholesaling establishments. (Little River Ice Company, Wakelon Grain Company, etc.) Almost all of this use is found in the fringe area.

Residential

Good residential structures are located in the fringe area on Sycamore, Church, and Poplar Streets. It is expected these streets will remain residential during the twenty-year planning period. Multi-family housing will increase in importance, but no expansion in residential area is expected. Only two residences are located in the core area.

Vacant Building Space

There was but one existing vacant usable building in the Central Business District core (old Farmers Department Store). There is only a vacant storage building located in the fringe area. No increase in vacant space is anticipated by 1986, although many buildings in the Central Business District will become obsolete and will need to be replaced.

VACANT LAND IN THE CENTRAL BUSINESS DISTRICT

When checking the Existing Land Use Map following page 26, it becomes apparent that there are very few vacant parcels remaining within the Central Business District. Most of the parcels of land are either occupied by structures or are used for off-street parking areas. Examples of existing vacant parcels include two parcels on Vance Street (near Wakelon Grain Co. and Hales Farm Supply). The vacant parcel west of the W. B. Bunn and Company is used for company parking. A vacant parcel adjacent to the Western Auto Store is used for off-street parking also, as are a number of other small lots that are located within the Central Business District.

Space for anticipated building expansion is available on the same site in the case of some establishments. There are

marginal commercial uses in the Central Business District which might be relocated to provide building space and there are residential structures which could be razed (many are either in a deteriorating or dilapidated condition) to provide other sites for commercial building expansion.

FUNCTIONAL GROUPING OF FLOOR SPACE - 1986 -

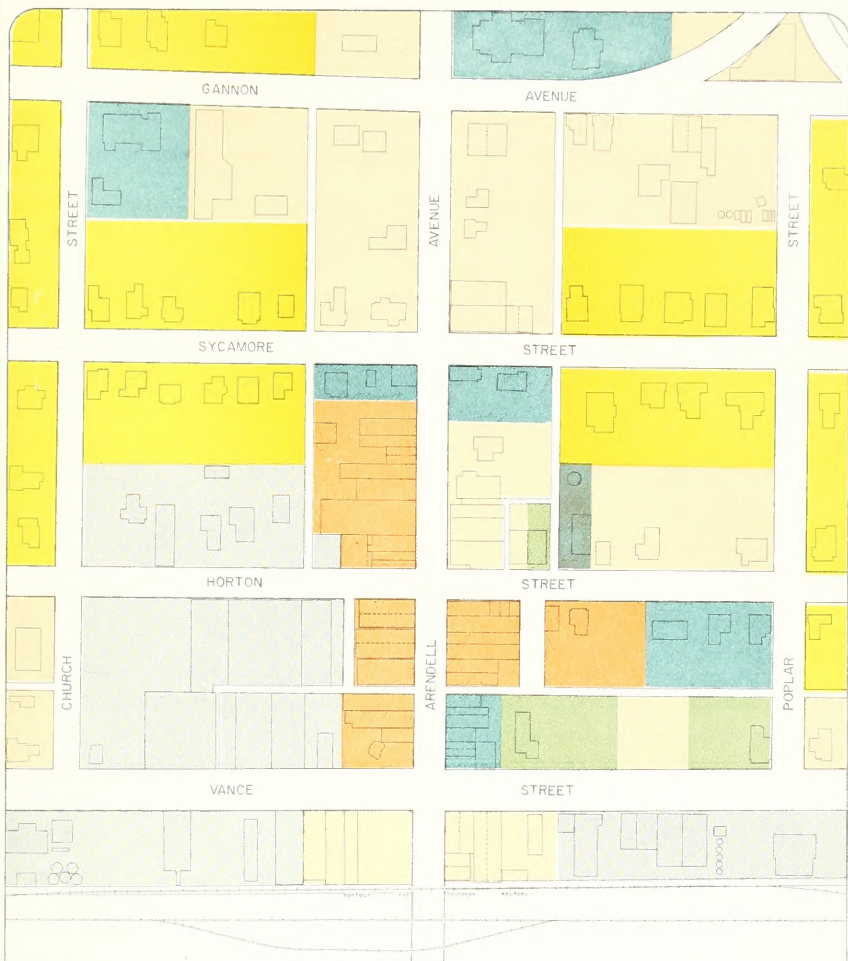
For the plan, it is necessary to estimate and locate additional space by use which will be needed by 1986 for (1) new business establishments, and (2) those existing establishments that will expand. The functional grouping of existing and projected floor space is an important factor in determining the needs for parking and traffic circulation on the development plan. (See Functional Grouping of Floor Space Map - 1986, follows page 29 .)

Estimating the floor space needed is extremely difficult. The economic growth information given in the first part of this report is an indicator of the growth rate that can be anticipated from 1966 to 1986. The need for floor space is affected by a predicted increase in existing income of 1.9 times and estimated increase in sales of 1.8 times and a population increase in Zebulon of 1.6 times.

Another index of the amount of space needed was revealed by the merchants opinion survey. The merchants estimated an increase of 126,000 square feet in floor space (including wholesale trade space).

Also affecting the amount of space that will be required in the future is a change in merchandising methods (elimination of stock rooms, etc.), change in shoppers habits (more space needed to walk and see displayed items).

Considering the growth factor discussed above, a minimum increase of 105,700 square feet of Central Business District floor space was projected by 1986 (Table 4, Page 29). This minimum increase in space was provided for on the plan; in addition, where merchants had plans to expand their building this space was also added to the development plan.



FUNCTIONAL GROUPINGS OF
FLOOR SPACE - 1986
ZEBULON NC
CENTRAL BUSINESS DISTRICT

- PRIMARY RETAIL
- SECONDARY RETAIL
- OFFICE & INSTITUTIONAL
- PUBLIC
- WHOLESALE & STORAGE
- RESIDENTIAL



TABLE 4
CENTRAL BUSINESS DISTRICT
Floor Space - 1986 ^{1/}

Use	CBD Study Area		
	Additional Sq. Feet	Total Sq. Feet	% increase (approximate)
Admin. Fin. and Advisory Services	10,000	31,000	50
Primary retail trade	27,000	50,300	100
Secondary retail trade	42,000	136,900	45
Convenience retail trade	14,700	46,100	50
Consumer services	12,000	52,700	30
	105,700	317,000	50

^{1/} Projections by Division of Community Planning

BUILDINGS

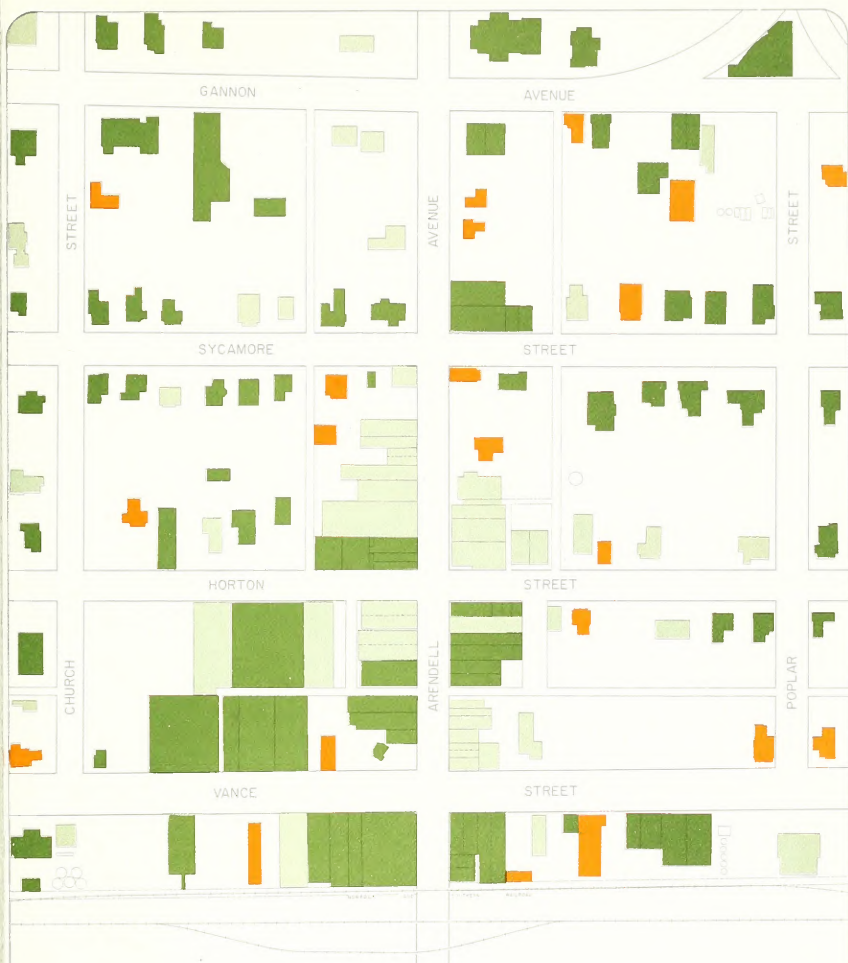
Condition of Buildings - 1966

The number of new buildings and the general condition of the existing buildings in the Central Business District generally indicate the economic prosperity of the retail trade area.

In 1965 the Division of Community Planning made a survey of all the buildings in the Central Business District, classifying them into one of the following three classes.

- Class I Building in good condition, only normal maintenance necessary to keep it in good condition.
- Class II Building in good condition but requires more than normal maintenance to keep it in good condition.
- Class III Building in poor condition and requires extensive maintenance and repairs and therefore should be removed.

Buildings were plotted on the condition of buildings map by class. The number of buildings in each class are tabulated on Appendix C, Table 13. Most buildings of the Business District



- CLASS 1
- CLASS 2
- CLASS 3

CONDITION OF BUILDINGS - 1966
ZEBULON NC
CENTRAL BUSINESS DISTRICT



(55.2%) were in Class II condition; only 32.1 percent were in Class I condition; and 12.7 percent in Class III condition. Buildings in Class III condition for the most part were located in the Central Business District Core Area. These buildings should be replaced. The existing building space in Class III condition was used for residential and warehousing purposes. (See Appendix C, Table 14).

Class II buildings include residential dwellings located in the fringe area and warehouses along Vance Street and Horton Street.

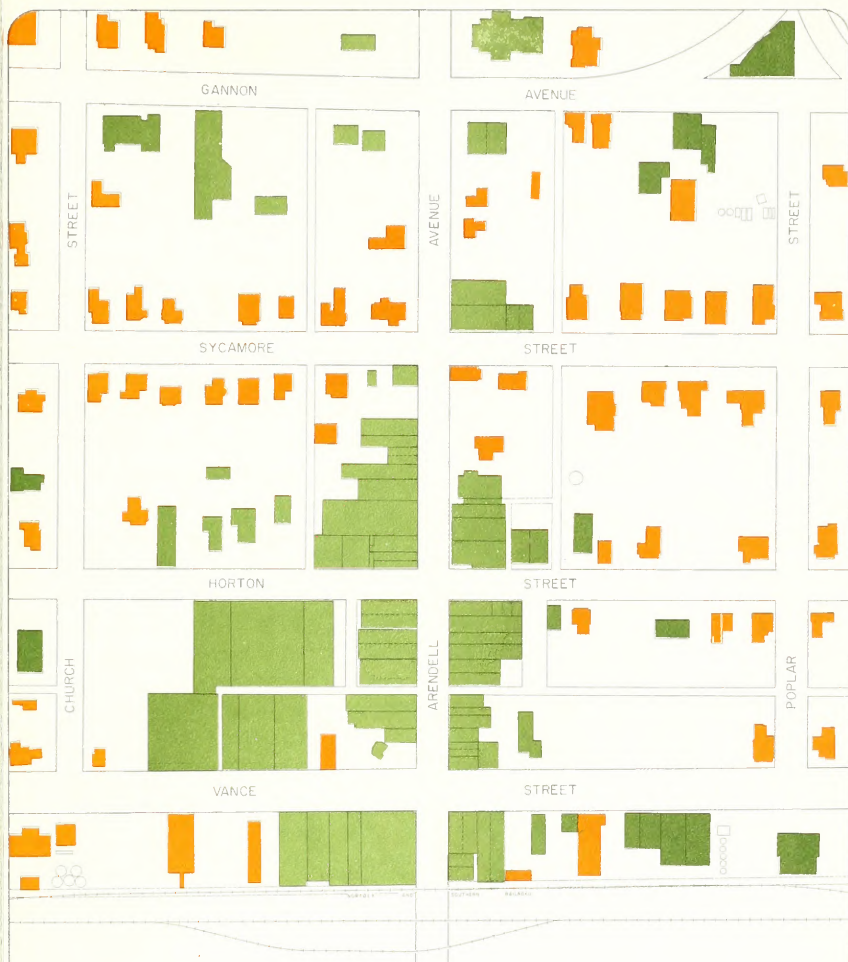
Class I buildings include renovated stores along Arendell Avenue and new buildings added during the last twenty years.

Building Construction - 1966

Almost all of the buildings on Arendell Avenue and Gannon Avenue are of brick, concrete or block construction. Wood frame buildings are found in the Central Business District fringe. Many of the frame buildings are either residential dwelling or warehouses. (See Building Construction Map - 1966).

Height of Buildings - 1966

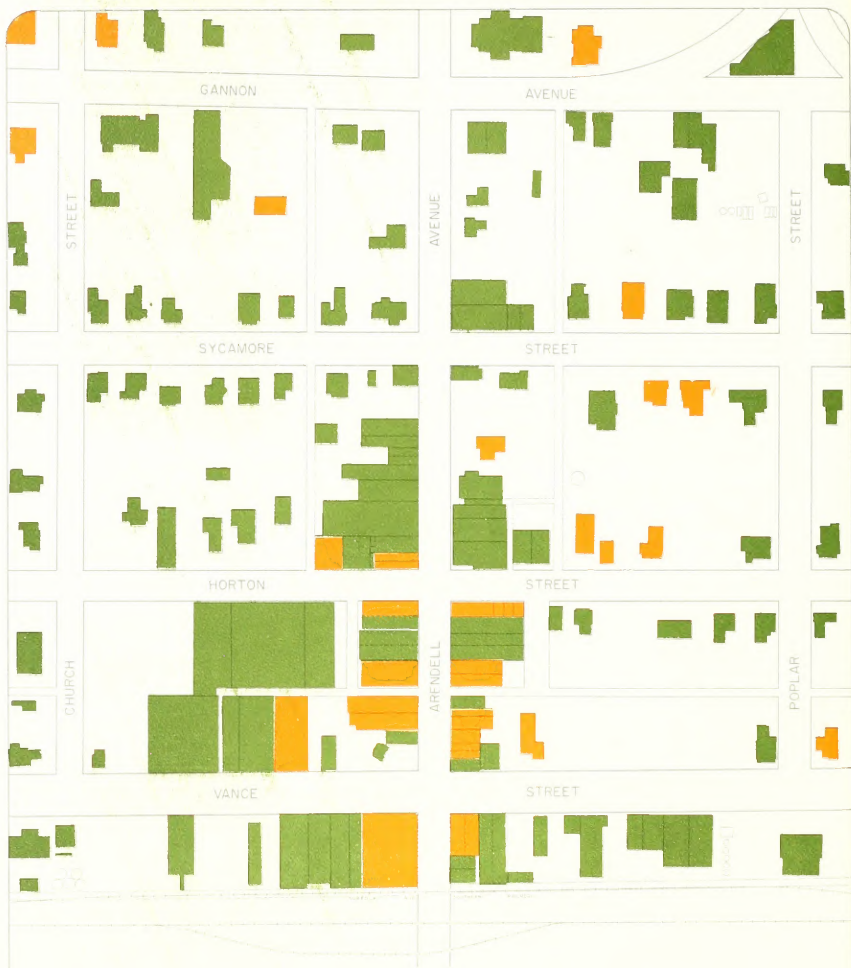
All of the buildings in the Central Business District are either one or two story. The two story buildings in the Central Business District are located on Arendell Street. These include stores in which the upper floor are either vacant or used for storage. One story buildings include the largest total number of buildings. (See Height of Buildings - 1966 map).



BUILDING CONSTRUCTION—1966

ZEBULON NC

CENTRAL BUSINESS DISTRICT



NUMBER OF STORIES



HEIGHT OF BUILDINGS — 1966
ZEBULON NC
CENTRAL BUSINESS DISTRICT



CIRCULATION

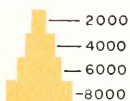
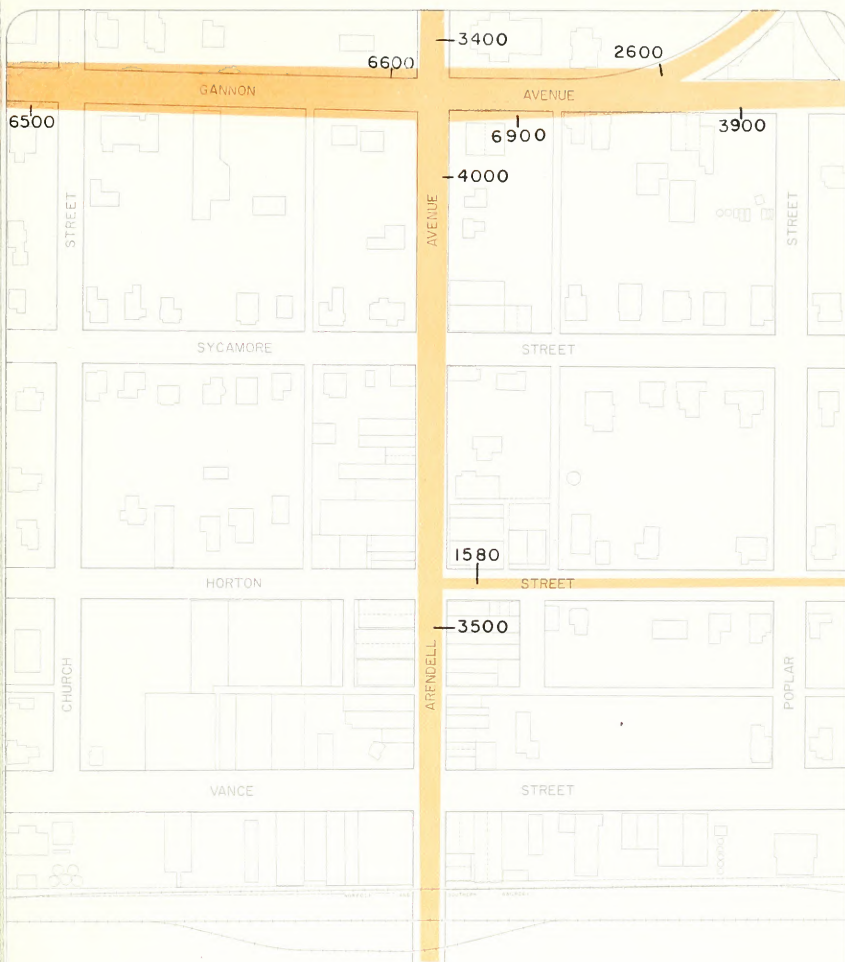
Traffic Circulation - 1966

The average 1964 traffic counts available for streets of the Central Business District are shown on the Traffic Flow Map. Gannon Avenue (U.S. 64) carries the heaviest volume, 6,900 cars per day. Arendell Avenue carries about 4,000 cars per day. Other streets of the Central Business District carry much lower traffic volumes. The weekly traffic peak flow occurs on Saturday as a result of shopping activities. Shopping is a family activity for many of the rural families who buy in Zebulon on Saturdays when the wage earner has a day off; therefore, weekend traffic is greatly increased.

The condition and pavement width of the streets in the Central Business District are generally ample, Gannon, (38 feet) Arendell (38 feet), Vance (60 feet), and Horton Street east of Arendell Avenue (36 feet). All of the above streets are paved and have curb and gutter in the Central Business District area. Sycamore, Poplar, Church, and Horton Street (west of Arendell Avenue) include 20 to 22 feet of pavement but no curb and gutter. On-street parking on the latter two streets with shoulders 4 to 6 feet is difficult, and in some cases not feasible, depending on the condition of the street shoulder.

Existing curb and gutter streets include two 10 to 12 foot travel lanes and two - seven to eight foot parking lanes. Vance Street includes 60 feet of pavement, sufficient for two twelve foot travel lanes and two sixty degree parking lanes (18 feet wide). Ninety degree parking on this street should be converted to 60° parking to accommodate the additional traffic flow which will follow the relocated post office.

Street intersections in the Central Business District are usually channelized for left turn movements, etc.; however, the intersection around the Zebulon Motor Company needs attention (intersection of Gannon Avenue and N.C. 97 and Poplar Street). There are four roads intersecting at four points around the triangle area occupied by Zebulon Motor Company. For the most part channelization and curbing is completely lacking, and cuts



TRAFFIC FLOW ZEBULON NC CENTRAL BUSINESS DISTRICT

24 HOUR 1964 WEEKDAY FLOW



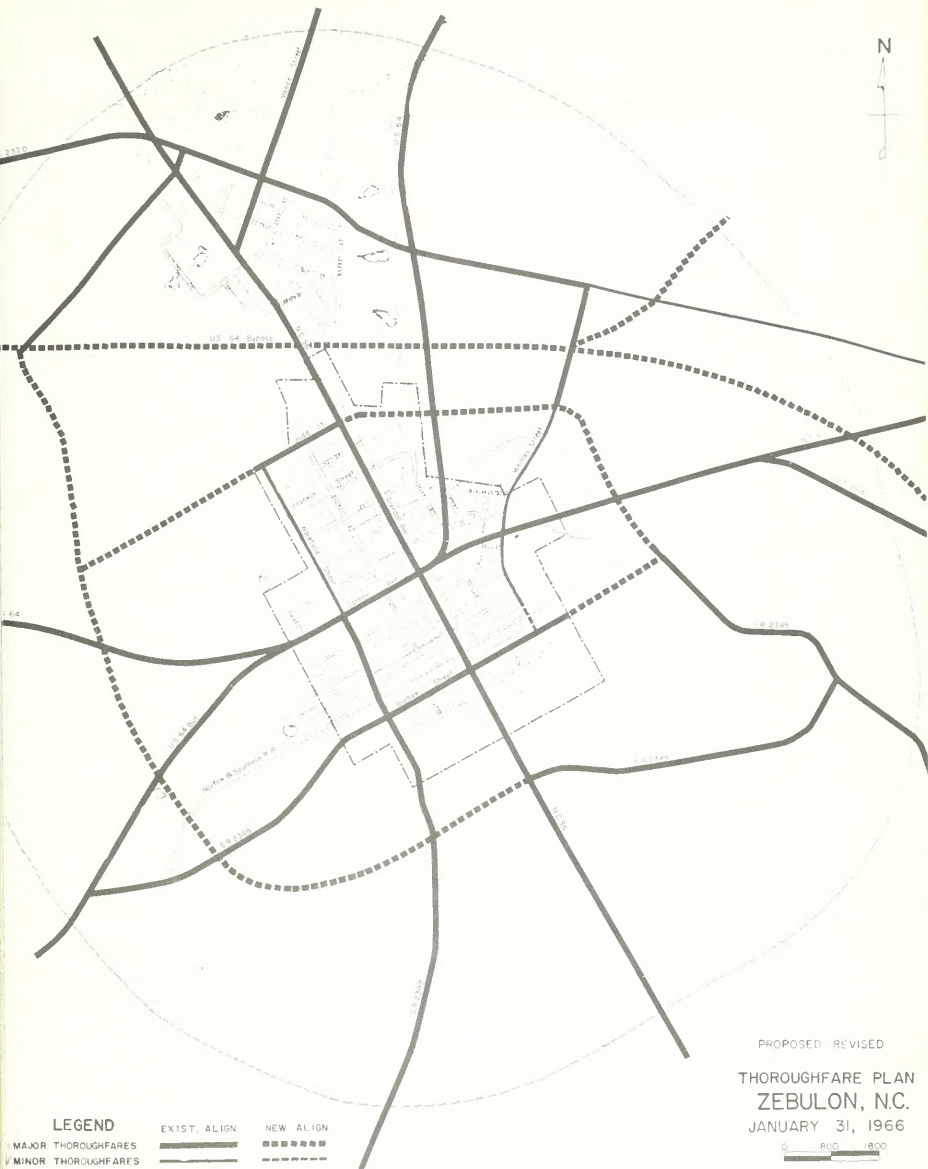
across intersections are frequent. This intersection presents a traffic hazard that needs to be corrected.

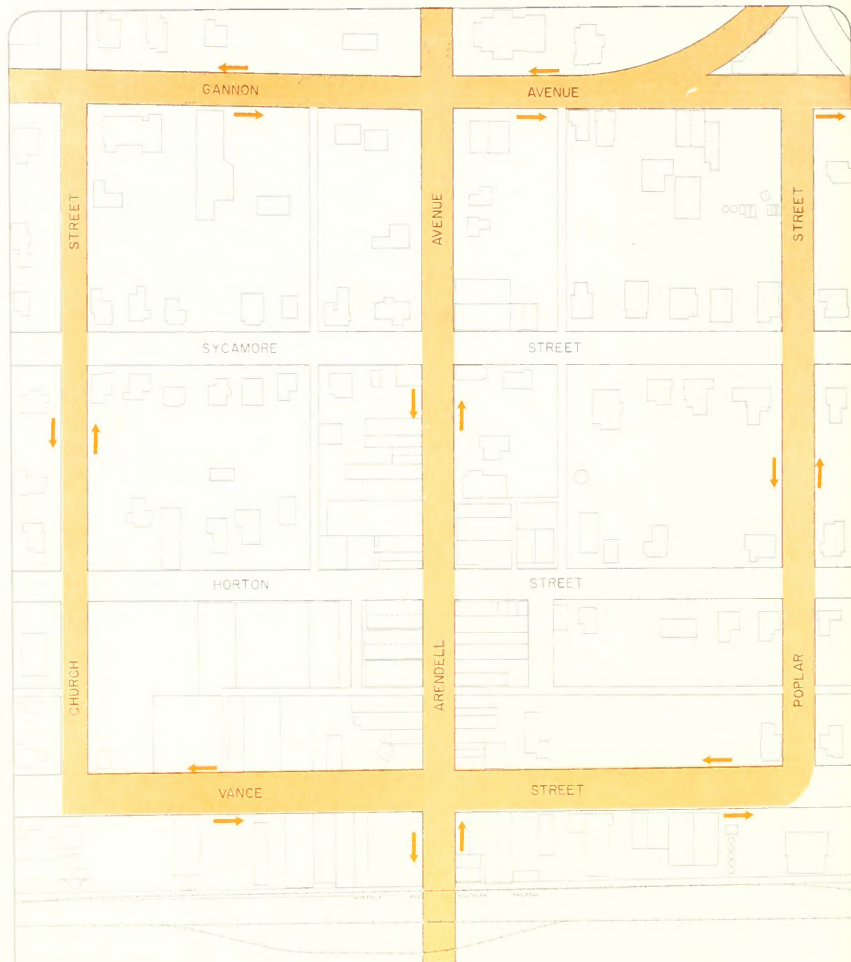
Traffic Circulation - 1986

Implementation of the Zebulon Thoroughfare Plan ^{1/} will solve most of the traffic problems of the Central Business District. The thoroughfare plan provides for a loop road system around the town which will reduce through traffic flow on Arendell Avenue. (See Thoroughfare Plan Map). With the through traffic removed, streets of the Central Business District would be better able to carry the traffic flow. Streets in the Central Business District however, that do not now include curb and gutter, should be widened to 36 - 38 feet and curb and gutter installed.

The major traffic circulation system for the future Central Business District is shown on the map entitled - Major Traffic Circulation - 1986. Proposed is a Central Business District loop system that would feed traffic into off-street parking lots. (See also recommended Central Business District Street cross section.)

^{1/}Zebulon Thoroughfare Plan adopted by the governing body.



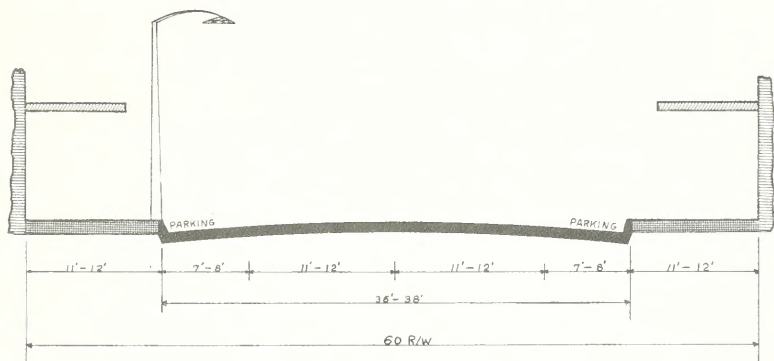


MAJOR TRAFFIC
CIRCULATION — 1986
ZEBULON NC
CENTRAL BUSINESS DISTRICT



Pedestrian Circulation - 1966

The greatest estimated amount of Central Business District pedestrian traffic is found along Arendell Avenue where the primary trade establishments are located. The intersection with the highest count is located at Arendell Avenue and Horton Street.



RECOMMENDED CBD STREET CROSS SECTION

Existing sidewalks on Arendell Avenue range from four to sixteen feet in width. Most of the sidewalks along Arendell Avenue are eleven feet. North of Sycamore Street, the walk narrows to four feet, and in front of Zebulon Furniture Company it widens to sixteen feet. Walks, where they exist on Horton and Vance Street are ten feet in width. There are no sidewalks along Poplar, Sycamore or Church Street. A minimum twelve foot walk is recommended for all streets of the Central Business District. (See recommended minimum walk cross section).

The consumer survey revealed that customers were more concerned with sidewalks than were the merchants. The present eleven foot walkway provides for two feet next to the curb for fire plugs, canopy posts, other street furniture, etc., thus leaving nine feet for pedestrians to walk in. When two couples meet, the existing nine feet is about one foot short of the desirable minimum of two and one-half feet of space per person. Sidewalk space is equally as important as vehicular circulation. If a sidewalk is too narrow, shoppers encounter inconvenience in walking.

Recommended pedestrian circulation improvements on the plan include a minimum twelve foot sidewalk on Arendell Avenue, Vance Street, and Horton Street. Additional width to walks can be obtained in front of new buildings by adding a building setback requirement to the zoning ordinance.

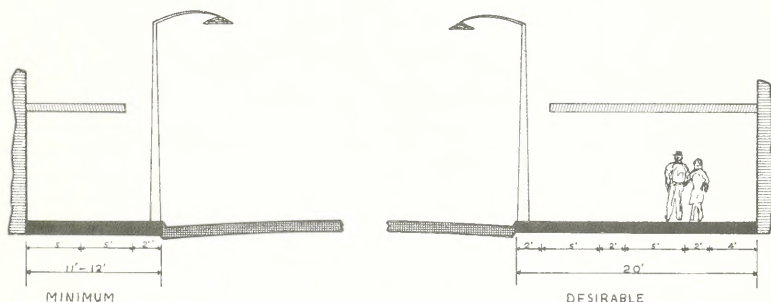
The alley between Whitaker's Cafe and the barber shop should be closed to vehicle traffic and used for a walkway. The section of alley adjacent to Antone's Department Store should also be converted to a walkway. Pedestrianways connecting rear parking areas with Arendell Avenue are also recommended adjacent to the existing Western Auto store and adjacent to the proposed First Federal Saving and Loan establishment. These walkways should be a minimum of fifteen to twenty feet.

Recommended pedestrian circulation improvements also include construction of new rear entrances to all shops facing Arendell Avenue. Rear walkways should connect these rear entrances when possible. Many of the shops will probably receive most of their business from rear entrances. The rear entrances would substantially

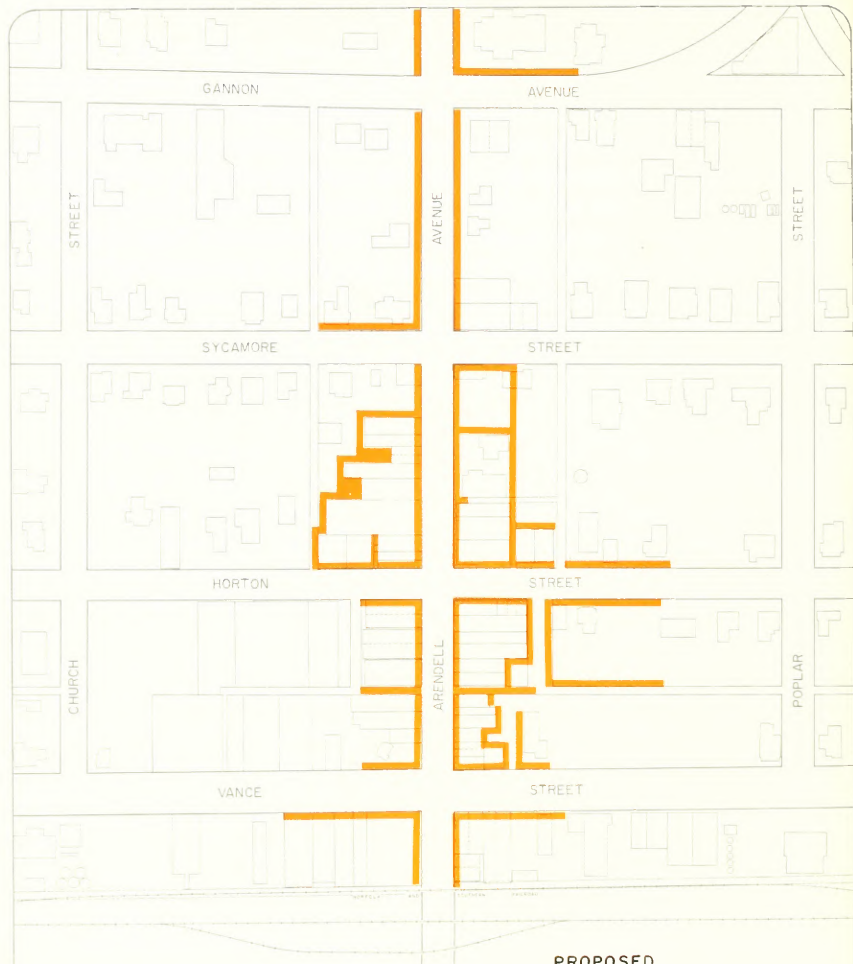
reduce the walking distance from parking areas to stores. These rear entrances should be attractive, including display windows, etc. (See Major Pedestrian Circulation - 1986 map).

Parking lots should be designed so that pedestrians can walk down driveways, rather than between cars to get to shops.

Shade, benches, and a pleasant atmosphere for walking are needed. When walkway space is ample (fifteen to twenty feet), benches should be added. Variation of pavement materials and the use of raised plant boxes to provide contrast are two of the methods used to achieve attractive walks.



RECOMMENDED MINIMUM WALK CROSS SECTION



PROPOSED
MAJOR PEDESTRIAN
CIRCULATION — 1986
ZEBULON NC
CENTRAL BUSINESS DISTRICT



Truck Loading, Unloading, and Service Circulation

Most of the stores of the Central Business District back on a fifteen foot, paved service alley. Stores in the Central Business District have rear service entrances. Therefore, it is unnecessary for service vehicles to use Arendell Avenue. The necessary ordinance should be adopted and enforced to insure that service vehicles do not use Arendell Avenue for loading and unloading. (See Truck Loading, Unloading, and Service Map).

Some of the rear service alleys are not paved. Examples are the alley located beside the present post office extending north to Gannon Avenue, the alley located west of Arendell Avenue extending north from Sycamore to Gannon Avenue and the alley to the rear of the new post office. All of these alleys need to be paved.

Rear parking areas should be designed so that driveways are located adjacent to buildings, enabling service access when parking areas are occupied.

If the development plan is followed, both pedestrian movements and service would occur along rear walkways. It is suggested the conflict of the two movements could be reduced by permitting service only during periods of low pedestrian traffic before 11:00 a.m. and after 5:00 p.m. on Monday through Fridays. Portable conveyor should be used from the truck to the sidewalk so that trucks can be parked parallel with and not perpendicular to the curb.

Consolidated trash pick-up is recommended by using large containers, such as dempster dumpster. The large number of small trash cans could then be eliminated. Fuel oil storage tanks should be buried or screened.



TRUCK LOADING, UNLOADING & SERVICE

ZEBULON NC

CENTRAL BUSINESS DISTRICT



PARKING

Inventory of Spaces - 1966

There are approximately 1,075 parking spaces located in the Central Business District. These spaces are classified by types on Table 5. About 53 percent are on-street spaces and 47 percent off-street spaces. Only about 240 spaces are located in the Central Business District core. Paved parking spaces (both on-street and off-street) include 30 percent of the total.

On-street Parking -

A total of 566 on-street parking spaces were counted in the Division of Community Planning survey, of which 220 are marked. Paved spaces total 235; all are parallel except a few ninety and sixty degree spaces on Vance Street.

Parking spaces along Arendell Avenue are both marked and designated for two hour parking. All on-street paved spaces should be marked for more efficient use. Those spaces along Vance Street should be converted to sixty degree parking. All on-street parking spaces on Arendell Avenue and those on Horton and Vance Streets which extend between Arendell Avenue and the alley should be converted to two-hour parking. The pavement on Church, Sycamore, and Poplar Streets should be widened to 36 - 38 feet to permit on-street parking on these streets.

Off-street Parking -

A total of 509 off-street parking spaces were counted in the Division of Community Planning survey; 75 are paved and 434 are unpaved. Most of the unpaved spaces are not marked. There are forty-nine public spaces around the Town Hall (43 usable by the public). Private parking spaces total 415 with the largest number located in vacant unimproved lots, only partially usable for parking. Most of the private spaces are for specific use (371), such as those at the Lodge and Doctor office on Morton Street. Semi-public spaces are found at the Methodist church lot (45 spaces).



MARKED PARKING



UNMARKED PARKING



FIGURE DENOTES NUMBER OF SPACES

ON STREET PARKING INVENTORY

ZEBULON NC

CENTRAL BUSINESS DISTRICT



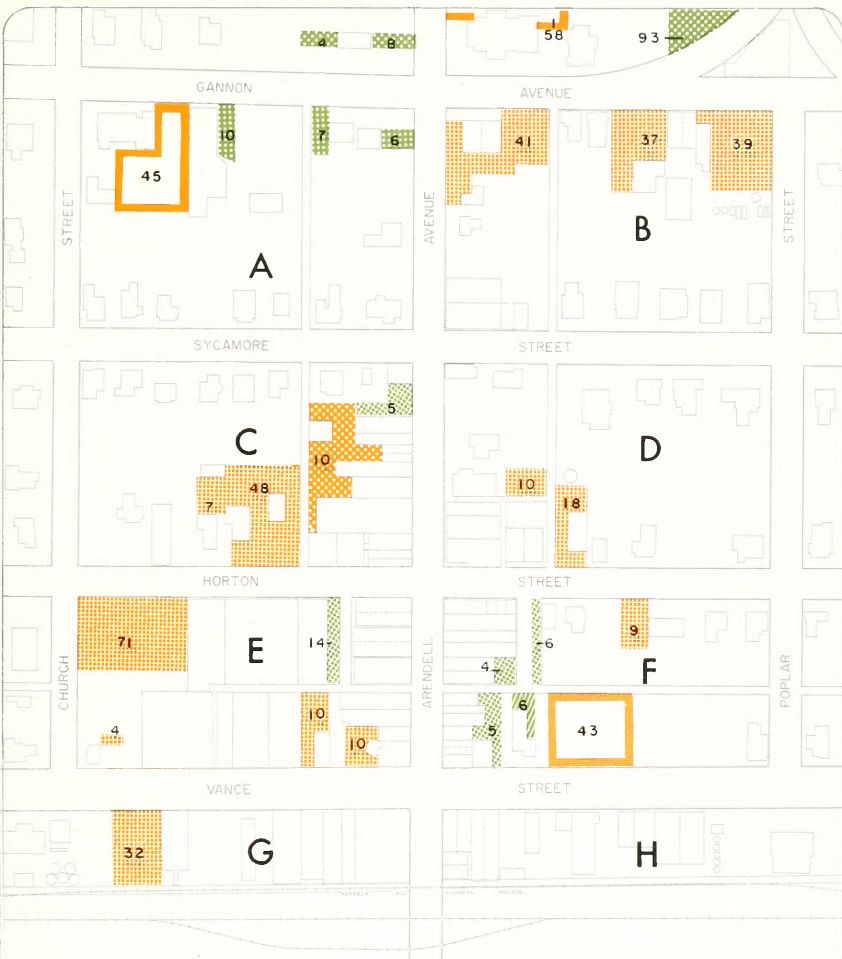


TABLE 5

INVENTORY OF PARKING SPACES

	Core		Fringe Area (Outside Core)		CBD STUDY AREA
	<u>Paved</u>	<u>Unpaved</u>	<u>Paved</u>	<u>Unpaved</u>	
On-street					
Unmetered, marked	145	-	75	-	220
Unmarked	15	-	-	331	346
Off-street					
Public	-	-	-	43	43
Public for Spec.use	6	-	-	-	6
Private	34	10	-	-	44
Private for Spec.use	-	30	35 <u>a/</u>	306 <u>b/</u>	371
Semi-public	-	-	-	45	45
	<u>200</u>	<u>40</u>	<u>110</u>	<u>419</u>	<u>1075</u>

a/ Does not include Piggly-Wiggly parking lot which is too far to be of use to the Central Business District.

b/ Does not include Baptist church parking lot.

Parking Demand 1966 - 1986

The demand for parking space was computed by comparing building space to parking area at a ratio of two square feet of parking for each foot of primary trade and one square foot of parking for each foot of other trade and service floor space.

The above method when applied to Zebulon indicates a demand for 430 parking spaces in the Central Business District core and 587 parking spaces in the Central Business District. The present supply of parking spaces totals 1,075 (many are located too far from stores to be usable). In order to serve a business establishment, parking should be located within 300 to 400 feet of the establishment (approximately one block). When the spaces located further than this are subtracted (On-street parking spaces on Church and Poplar Streets, off-street parking spaces on Gannon Street and employee parking - used by the Bunn

and Company Wholesale Grocery) only 403 usable spaces remain, a deficit of 27 spaces. (See Table 6 and Appendix C, Table 15).

When parking demand is computed by relating floor space to parking on a block basis, excluding parking spaces over 300 feet from stores (some of the deficit is supplied by adjacent blocks - within 300 feet - that include a surplus of spaces) a deficiency exists in Block G (Whitley Furniture Store Block), Block C (Pope Store Block) and Block E (Bunn and Company Wholesale Grocery Block). Added to this deficit is the inefficient use of existing off-street parking spaces which are neither paved nor marked.

When comparing the estimated parking demand computed for the Central Business District core and that computed by block, about thirty to forty parking spaces are needed now. Saturday is the only day parking becomes a major problem. However, both the consumers and the merchants opinion survey listed additional parking as the number one improvement needed in the Central Business District.

Parking Demand - 1986 -

By 1986, based on the projected increase in floor space, three hundred thirty-two additional parking spaces will be needed to serve the Central Business District core area (total of 919 spaces). See Table 6, page 41. The recommended additional parking spaces shown on the plan are located along Horton Street, Church Street and to the rear of stores facing Arendell Avenue. Recommended and indicated on the plan as desirable for off-street parking are vacant lots and those occupied by dilapidated buildings.

TABLE 6
PARKING DEMAND 1966 - 1986
Central Business District
Study Area

Use	Parking Ratio	Floor Space (Sq. Feet)		Parking Demand ^{a/}	
		1966	1986	1966	1986
Primary Trade	2:1	23,300	50,300	1166	252
Secondary Trade	1:1	94,900	136,900	237	342
Convenience Trade	1:1	31,400	46,100	79	115
Consumer Survey	1:1	40,700	52,700	102	132
Admin. Finance and					
Advisory Service	1:1	21,000	31,000	53	78
				587	919

^{a/} Computed by Division of Community Planning, using
400 square feet per parking space.

The following development requirements are recommended for off-street parking lots and should be added to the requirements of the zoning ordinance.

1. Grade and pave.
2. Mark entrances and exits with directional signs.
3. Mark parking spaces.
4. Landscape parking lots with shade trees, buffers, etc.

APPEARANCE

Store Fronts

The Consumer and Merchants Opinion Surveys indicated people in Zebulon are not satisfied with the general appearance of the Central Business District; buildings, for example, have been added over the past 60 years, and there is a variety of sizes, shapes and materials in buildings, with very little unity among them. It is recommended that buildings be painted (pastel

color scheme) and that sun screens be constructed to unify unrelated buildings. A continuous canopy is recommended to help provide architectural unity to buildings.

Walkways

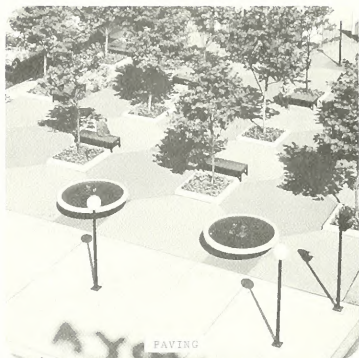
Walkways in the fringe area are needed. When a great deal of pedestrian traffic exists the grass strip normally left between walk and curb should also be paved improving both the appearance and serviceability of the walk. Small plant pockets (four feet by four feet) can be left for street trees. Walks can be made more interesting and attractive by using different surfacing materials.

Street Furniture

Street furniture on Arendell Avenue includes: directional signs, canopy supports, and light poles. When installing individual canopies, they should be coordinated to eliminate excess posts. Waste receptacles are needed on Arendell Avenue. The existing lighting in the Central Business District is not adequate. Attractive well-designed fixtures are recommended to supply more lighting.

Signs

There is considerable variation in the size, shape, and condition of signs in the Central Business District. Signs help to disorganize the appearance of the business district. It is recommended that all large signs be attached flat against



Example Canton, Ohio



Example Canton, Ohio

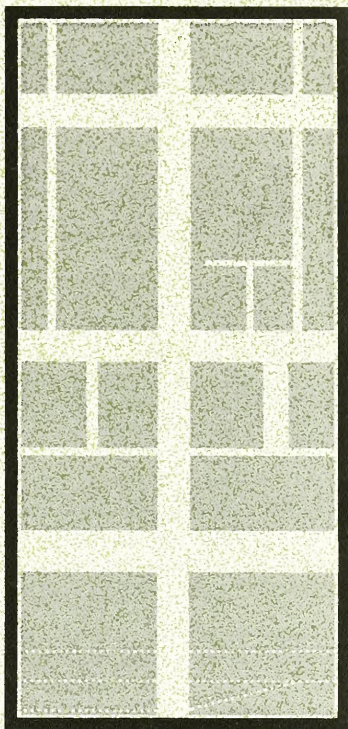
buildings. Small signs hung under the proposed canopy may extend at a 90 degree angle from the building.

Landscaping

It is recommended that a street tree planting plan be adopted for the Central Business District. Trees should be selected carefully in order to be functional: hardy trees will be needed to withstand compaction of the soil and poor growing condition; small trees where overhead wiring, buildings, etc. are in the way, and larger trees where shade is needed. Trees with extensive root systems that might damage sewer lines should not be used.

Recommended trees are as follows:

1. Where large trees are needed either between curb and sidewalk or outside sidewalk, it is suggested live oak be used.
2. For small trees to be planted where 4 foot by 4 foot plant pockets can be left in the sidewalk, either crepe myrtle or pruned cherry laurel is suggested. Color can be added with pansies or petunias at the base of the plant.
3. Off-street parking areas and rear entrance courts need larger trees for shade, pin oak is recommended.



SUMMARY OF RECOMMENDATIONS AND PRIORITY SCHEDULE

1. Improve off-street parking areas and the open areas located behind stores now used for parking. Use the plan as a guide to pave, mark parking spaces, and plant shade trees in parking lots.

2. Add additional off-street parking adjacent to the core.

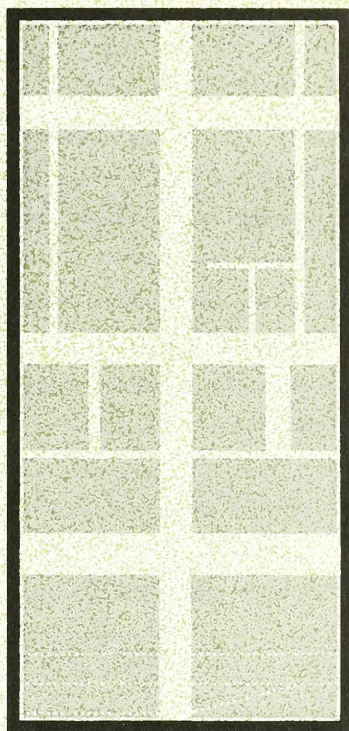
3. Provide pleasant pedestrian walkways with attractive boxes and plants to encourage people to use off-street parking areas.

4. Construct rear show windows and rear entrances in shops facing Arendell Avenue.

5. Unify the appearance of buildings in the Central Business District by building a continuous uniform canopy.

6. Attach large signs flat against buildings; when using small 90 degree signs attach them under the proposed canopy.

7. Modernization and improvement of individual buildings in the Central Business District is recommended especially in a paint-up effort by merchants.



IMPLEMENTATION

The implementation of any plan of the Central Business District will require participation of many public and private groups: the downtown business association, major land holders, civic organizations, and municipal government. No one group can do the job alone. Part of the responsibility will fall on the public agencies and part on private groups and individuals. (See Suggested Organization for Downtown Improvement Program Chart).

PUBLIC RESPONSIBILITY

In general, public responsibilities and funds should support street improvements.

Suggested sources to investigate for funds are:

1. Current budget expenditures.
2. Federal grant (Housing Act of 1965, Urban Beautification Section).

PRIVATE RESPONSIBILITY

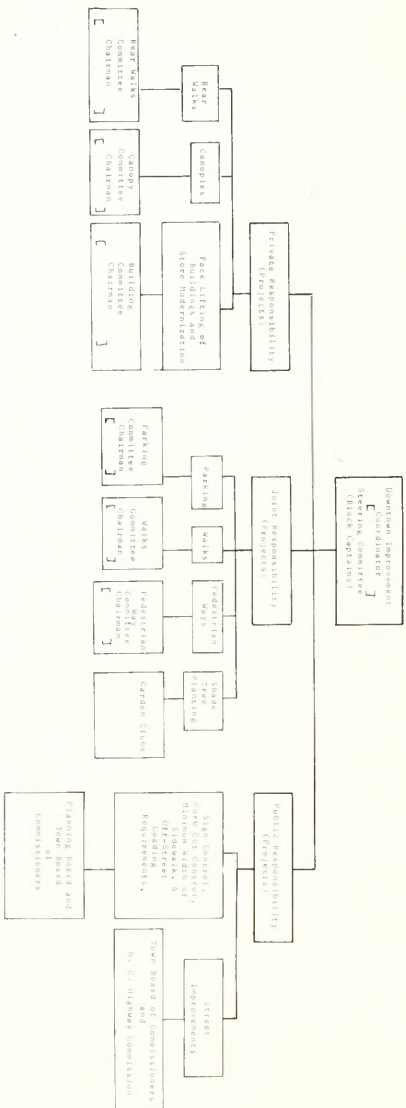
Improvements cannot take place without the investment of private resources and funds. No downtown improvement program can succeed without full agreement and sponsorship by private business interests in the Central Business District.

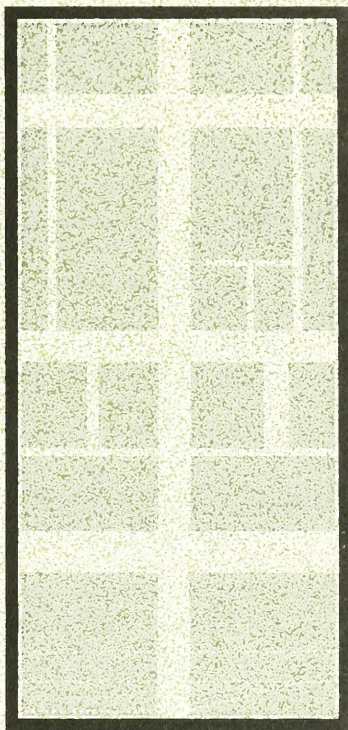
Store modernization, canopies, and rear walks must be provided by private property owners investing their own money. Government programs such as the Small Business Administration gives help by providing loans to private developers.

JOINT RESPONSIBILITY

Some improvements will require investment of both public and private funds to construct or maintain because of use and maintenance of the improvement. For example, both public and private funds should be used for front walks, pedestrian-ways, shade tree planting, and parking.

SUGGESTED ORGANIZATION FOR
DOWNTOWN IMPROVEMENT
PROGRAM





CENTRAL BUSINESS DISTRICT IMPROVEMENT PROJECTS
APPROXIMATE COST, AND SUGGESTED FINANCING

PRIVATE PROJECTS

REAR WALKS -

PROJECT NAME: Construct a walk in the rear of Block C (Pope's Store block)

DISCUSSION OF PROJECT: Connect the rear store entrances in Block C with a walk.

APPROXIMATE COST: 70¢ per square foot

SUGGESTED METHOD OF FINANCING: Merchants or property owners.

PROJECT NAME: Construct a rear walk in Block F (town hall block)

DISCUSSION OF PROJECT: Connect the rear store entrance in Block F with a walk.

APPROXIMATE COST: 70¢ per square foot

SUGGESTED METHOD OF FINANCING: Merchants or property owners.

CANOPIES -

PROJECT NAME: Extend the standard canopy along the entire length of Arendell Avenue.

DISCUSSION OF PROJECT: Install the standard canopy along the fronts of buildings in Blocks F, G, H and I (See off-street parking inventory map follows page 38).

APPROXIMATE COST: \$18.00 per lineal foot (9 foot wide)

SUGGESTED METHOD OF FINANCING: Merchant or Property Owner

BUILDINGS

PROJECT NAME: Face lifting of Old Buildings - front or rear

DISCUSSION OF PROJECT: By the use of different materials provide a new exterior to the fronts and/or rear of older buildings. Typical materials are listed below:

- a. paint (on good surface)
- b. wood, metal or plastic materials
- c. sun screens made of metal or concrete
- d. sprayed on plastics and or plaster
- e. wood or wrought iron shutters for upper windows.

APPROXIMATE COST: Depends on the original surface but listed below are very rough cost estimates.

- a. 15-20¢ per square foot
- b. \$1.50-\$50.00 per square foot
- c. \$2.00-\$6.00 per square foot
- d. \$1.00-\$2.50 per square foot
- e. dependent upon the design

SUGGESTED METHOD OF FINANCING: Merchant or property owner

PROJECT NAME: Install rear door and small rear display window

DISCUSSION OF PROJECT: In order to encourage customers to use rear parking areas provide a pleasant rear entrance. Minimum suggested improvements would include a glass door and small display window.

APPROXIMATE COST: Dependent upon many factors (materials building is constructed of, etc.) approximate cost \$500-\$1,000.

SUGGESTED METHOD OF FINANCING: Merchant or property owner

PROJECT NAME: Interior Renovation of Building (old)

DISCUSSION OF PROJECT: Replace existing interior walls, ceiling and floor and install new interior lighting.

APPROXIMATE COST: This will depend upon the materials used. Some older buildings have been renovated for approximately \$7.00 per square foot.

SUGGESTED METHOD OF FINANCING: Merchant or Property owner.

JOINT PROJECTS
(PUBLIC AND PRIVATE)

PARKING -

PROJECT NAME: Block G (Pope Store block) rear parking area.

DISCUSSION OF PROJECT: To provide for the parking needs of stores located in this block a large parking area is proposed (see GBD Development Plan)

- a. Acquisition of land by lease, lease purchase or purchase.
- b. Install 1-1/2" of pavement
- c. Stripe and light parking area

APPROXIMATE COST:

- a. Requires appraisal
- b. \$44 per parking space (11¢ square foot)
- c. \$2 per parking space (6¢ lineal foot)
Lighting rent from GP&L \$1.50-\$3.60
per month. \$46 x 44 spaces =
\$2,000.

SUGGESTED METHOD OF FINANCING:

- a. Merchants cooperation
- b. Merchants cooperation
- c. town general fund - non tax revenues.

PROJECT NAME: Improve Town Parking Lot

DISCUSSION OF PROJECT: Grade and improve the town parking lot.

- a. Install rock pavement base.
- b. Pavement
- c. Stripe and light

APPROXIMATE COST:

- a. \$11 per space (3¢ square foot)
- b. \$44 per space (11¢ square foot)
- c. \$2 per space and lighting
rented from GP&L \$1.50-\$3.60
per month.
\$57 x 28 spaces - \$1,600

SUGGESTED METHOD OF FINANCING:

- a. Merchants Cooperation for cost of gravel, town labor to grade
- b. Merchant cooperation
- c. Town general fund - non-tax revenue

PROJECT NAME: W. B. Bunn & Co. Wholesale Grocery (employee parking lot)

DISCUSSION OF PROJECT: Scrape, install a minimum of 3 or 4 inches of gravel or stone, and install used telephone poles markers or concrete stops on the large lot west of the present W. B. Bunn Grocery Company.

APPROXIMATE COST: \$30 per parking space
\$30 x 95 spaces = \$2,900

SUGGESTED METHOD OF FINANCING: Merchants Cooperation for cost of gravel and poles.
Town general fund non-tax revenues for grading.

PROJECT NAME: Whitley Furniture Store Parking Lot (employee parking)

DISCUSSION OF PROJECT: Grade, gravel or install pole or concrete markers in the proposed parking lot adjacent to Zebulon Supply Company.

APPROXIMATE COST: \$30.00 per parking space

SUGGESTED METHOD OF FINANCING: Merchants Cooperation for the cost of gravel and poles.
Town general fund non-tax revenues for grading.

PROJECT NAME: Block E (Theatre Block) parking lot

DISCUSSION OF PROJECT: A merchants cooperation should acquire lease or lease purchase agreement for the lot behind Zebulon Gas station.

- a. Remove the old building
- b. Pavement
- c. Stripe and light

APPROXIMATE COST:

- a. Require detail appraisal
- b. \$44 per space (11c sq.foot)
- c. \$2 per space and lighting rented from CP&L at \$1.50 - \$3.60 per month.

\$46 x 17 = \$800

SUGGESTED METHOD OF FINANCING:

- a. Merchants Cooperation
- b. Merchants cooperation
- c. Town general fund -- non-tax revenues

WALKS --

PROJECT NAME Improve the walks along both sides of Arendell Avenue from the railroad to Gannon Avenue.

DISCUSSION OF PROJECT: Replace, with new concrete walks, broken and poorly aligned walks on Arendell Avenue.

APPROXIMATE COST: \$7.50 per lineal foot (11 foot walk) plus the cost of removing the broken walk which is borne by the town.

SUGGESTED METHOD OF FINANCING: Special assessment for new walk.

PROJECT NAME: Improvement and widening walks along Vance, Horton and Sycamore Street.

DISCUSSION OF PROJECT: Install walks along these streets as pedestrian traffic increases and as new buildings are added.

APPROXIMATE COST: 70¢ per square foot

SUGGESTED METHOD OF FINANCING Special assessment for new walk.

PEDESTRIAN WAYS --

PROJECT NAME: Block F Pedestrian Way (Town Hall block)

DISCUSSION OF PROJECT: Close the alley between Whitakers and the barber shops (full length of the Whitakers Cafe building) install benches, plant boxes and landscape.

APPROXIMATE COST: The cost of boxes will depend upon their design. Precast concrete benches \$25-\$40 each.

SUGGESTED METHOD OF FINANCING: Private subscription - civic and garden clubs.

PROJECT NAME: Block G - Pedestrian Way

DISCUSSION OF PROJECT: Close the alley adjacent to Antone's Department Store (see CBD Development Plan) install plant boxes and benches.

APPROXIMATE COST Cost of boxes depends of their design,
Benches - \$25-\$40 each.

SUGGESTED METHOD OF FINANCING: Private subscription civic and garden clubs.

PROJECT NAME: Block C -- Pedestrian Way

DISCUSSION OF PROJECT: To provide access to Arendell Avenue for pedestrian parking in the rear of this block, install a pedestrian-way the length of the Western Auto Store.

APPROXIMATE COST: Pavement 70¢ square foot; the cost of other features will depend upon their design.

SUGGESTED METHOD OF FINANCING: Private subscription; adjacent merchants and property owners.

PROJECT NAME: Block D -- Pedestrian Way

DISCUSSION OF PROJECT: Extend a pedestrian way in this block between the proposed First Savings and Loan building and the proposed Western Auto store.

APPROXIMATE COST: Concrete 70¢ per square foot. The cost of other features will depend upon their design.

SUGGESTED METHOD OF FINANCING: Private subscription of abutting merchants or property owners.

SHADE TREE PLANTING --

PROJECT NAME: Central Business District Shade Tree Planting Program

DISCUSSION OF PROJECT: Plant trees in the Central Business District where space permits, to screen out unsightly buildings, signs, etc. and to provide shade along walks and in off-street parking areas.

- a. Street tree planting of live oak - 1"-1½" caliber (locate tree just outside street right-of-way on private property)
- b. Shade tree planting for off-street parking lots, pin oak 1"-1½" caliber. (located in small plant pockets)
- c. Small tree where overhead wiring or space is not adequate for larger tree. Three or four stemmed crepe myrtle - 6"-8".

APPROXIMATE COST:

- a. \$25.00 each
- b. \$20.00 each
- c. \$10.00 each

SUGGESTED METHOD OF FINANCING: a. Private subscription civic clubs, garden clubs, etc.

PUBLIC PROJECTS

STREET IMPROVEMENTS -

PROJECT NAME: Sycamore Street Improvement

DISCUSSION OF PROJECT: Sycamore Street from Poplar Street to Church Street:
Widen the pavement to 36 feet, install curb and gutter, and subsurface drainage.

APPROXIMATE COST: (\$8.00 per lineal foot) - \$10,000

SUGGESTED METHOD OF FINANCING: Special Assessment
(1/3 each side) \$7,000
Town Powell Bill
Fund 3,000

PROJECT NAME: Poplar Street Improvement (long-range)

DISCUSSION OF PROJECT: Poplar Street from U.S. Highway 264 to Vance Street:
Widen the pavement on Poplar Street to 36 feet, install curb and gutter and subsurface drainage.

APPROXIMATE COST: (\$8.00 per lineal foot) - \$10,000
subsurface drainage could greatly exceed this cost estimate)

SUGGESTED METHOD OF FINANCING: Special Assessment
(1/3 each side) \$7,000
Town Powell Bill Fund 3,000

PROJECT NAME: Church Street Improvement (long-range)

DISCUSSION OF PROJECT: Church Street from Gannon Avenue to Vance Street:
Widen the pavement and install curb and gutter, and subsurface drainage.

APPROXIMATE COST: (\$8.00 per lineal foot) - \$10,000
(subsurface drainage could greatly exceed this cost estimate).

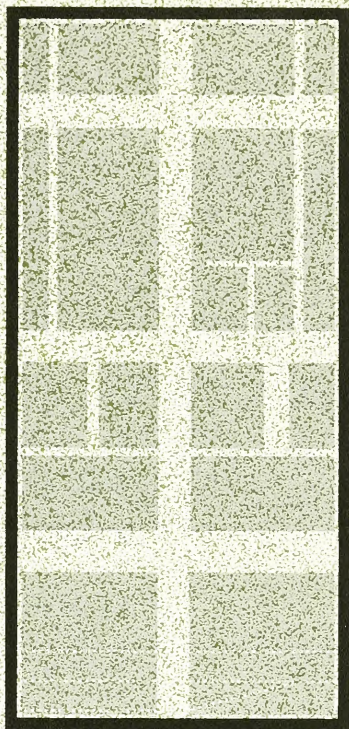
SUGGESTED METHOD OF FINANCING: Special Assessment
(1/3 each side) \$7,000
Town Powell Bill
Fund \$3,000

PROJECT NAME: Stripe Central Business District, paved On-Street parking, and paved Off-Street parking areas.

DISCUSSION OF PROJECT: Stripe all paved on and off-street parking areas in the Central Business District.

APPROXIMATE COST: Five to seven cents per lineal foot

SUGGESTED METHOD OF FINANCING: Town General Fund: (non-tax revenues)



APPENDIX A

APPENDIX A TABLE 1
DISTRIBUTION OF TRADE AREA POPULATION 1950 - 1986

	<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1980</u>	<u>1986</u>
Wake County					
Little River <u>a/</u>	4748	4540	4131	4041	3965
Franklin					
Dunn <u>a/</u>	2804	2483	2243	1988	1767
Nash					
Ferrells <u>a/</u>	1741	1445	1172	885	742
Dry Wells <u>a/</u>	1064	1105	1082	1062	1052
Johnston					
O Neals <u>a/</u>	<u>563</u>	<u>450</u>	<u>384</u>	<u>318</u>	<u>285</u>
TOTAL	10,920	10,023	9012	8294	7811

a/ Only that part of the township within the retail trade area (3/4 Little River, 3/4 Dunn, 3/4 Ferrells, 1/2 Dry Wells and 1/10 O'Neals).

Source: U.S. Census of Population; projections by Division of Community Planning.

APPENDIX A TABLE 2
AGE AND RACE COMPOSITION OF ZEBULON POPULATION

Age Group	<u>Population</u>		<u>Percent of Total</u>	
	1950	1960	1950	1960
Under 5	155	154	11.2	10.0
5 to 14	213	304	15.5	19.8
15 to 24	229	202	16.6	-13.2
25 to 34	269	181	19.5	-11.8
35 to 44	191	222	13.9	14.5
45 to 54	135	202	9.8	13.2
55 to 64	111	114	8.1	7.4
65 and over	75	155	5.4	10.1
Total	1,378	1,534	100.0	100.0

Percent Nonwhite 27.0% 25.4%

Source: U.S. Bureau of Census Publications

APPENDIX A - TABLE 3
EMPLOYMENT BY INDUSTRY FOR
Retail Trade Area TWPS

Type of Employment	Little River	Dunn	Ferrells	Dry Wells	O'Neal	Total	% of Total
Construction	131	95	23	16	133	398	7.2
Manufacturing	308	208	82	146	197	941	17.1
Trans.Comm. and Utilities	55	32	4	18	15	124	2.3
Trade	301	107	36	48	82	574	10.4
Service and Other	1090	573	381	431	989	3464	63.0
TOTAL	1885	1015	526	659	1416	5501	100.0
Part of Twp. in Retail Trade Area ^{a/}	1414	761	395	329	142	3041	

^{a/} 3/4 of Little River, 3/4 of Dunn, 3/4 of Ferrells, 1/2 of Dry Wells, and 1/10 of O'Neals Township is located in the Retail Trade Area.

Source: Special table - PH4 unpublished
U.S. Census Data, 1960.

APPENDIX A - TABLE 4

Work Force Estimates

Wake County

(Raleigh Standard Metropolitan Statistical Area)

Item	March 1965 1/	March 1964	March 1963
Civilian Work Force	80,670	77,990	75,320
Unemployment	2,160	2,410	2,470
Percent of Total Work Force	2.7	3.1	3.3
Employment	78,510	75,580	72,850
Nonagric. Wage and Salary Workers (Exc. Domestic)	66,450	62,910	60,150
Manufacturing	10,320	9,340	8,900
Food	1,910	1,940	1,800
Textile	1,210	1,200	1,220
Apparel	840	700	580
Furniture, Lumber, and Wood	710	710	720
Printing	840	830	820
Chemicals	100	50	50
Stone, Clay, and Glass	350	350	290
Metals; Pri. and Fab.	470	420	430
Mach; Elec. and Nonelec	3,660	2,910	2,780
All Other Mfg	230	230	210
Nonmanufacturing	56,130	53,570	51,250
Construction	4,150	3,850	3,370
Transportation, Comm., and Utilities.	4,410	4,210	4,050
Trade	15,230	14,480	13,780
Fin., Ins., and Real Estate	5,520	5,320	5,170
Service	9,780	9,590	9,340
Government	16,700	15,800	15,250
All Other Nonmfg	340	320	290
Self-employed, Unpaid Family Workers and Domestics	8,130	8,300	8,300
Agriculture	3,930	4,370	4,400

1/ March, 1965 Data Preliminary.

APPENDIX A - TABLE 5

1959 Income Distribution

by Family for Townships in Trade Area

	Little River Twp.	Dunn Twp.	Ferrells Twp.	Dry Wells Twp.	O'Neal Twp.	Total	% of Total
Under \$3,000	737	456	248	308	694	2443	60.0
\$3,000 - 7,999	524	329	122	163	307	1445	35.5
\$8,000 and over	89	32	8	16	40	185	4.5
Total families	1350	817	378	487	1041	4073	100.0
Personal Income in Trade Area	4035	2019	751	708	277	7790	

Source: Special Table PH3 and 5 -
1960 Unpublished Census Data

APPENDIX A TABLE 6

Per Capita Income Trends ^{a/} For Select Areas

	<u>1949</u>	<u>1959</u>	<u>% Change</u>
WAKE	\$1085	\$1571	44.8
FRANKLIN	547	697	41.3
NASH	697	985	41.3
N.C.	830	1260	51.8

^{a/} in 1959 Constant Dollars

Source: U.S. Census Personal Income Statistics for
N.C. Counties 1949-59.

APPENDIX A TABLE 7

1963 - Sales in Wake County

Item	Sales		No. establishments	
	Wake County (\$000)	Remainder of County (\$000)	Wake County	Remainder of County
Food	\$51,852	\$10,488	428	212
Eating and Drinking places	13,473	3,623	235	64
General Merchandise	30,719	3,087	88	47
Apparel	14,589	c/	105	14
Furniture and Household Appliance	11,886	1,856	104	23
Automobiles	51,051	5,457	88	29
Gas Stations	22,844	6,698	265	97
Lumber Bld. and Hdw.	14,942	c/	73	18
Drugs	7,958	1,085	43	10
Other retail stores	20,944	c/	216	55
Non St. Retailers	6,565	197	95	13
TOTAL	246,823	42,368	1,740	582

a/ U.S. Census of Business, 1963

b/ Excludes Raleigh and Urban area of Wake County

c/ Information not included when there are less than three stores - prevents revealing spec. figures.

APPENDIX A TABLE 8

RETAIL SALES TRENDS FOR COUNTIES OF THE RETAIL TRADE AREA

	1954 (\$000)	1958 (\$000)	1963 (\$000)	Percent 1954-58	Change 1958-63
WAKE COUNTY	153,253	185,057	246,823	+ 20.8	+ 33.4
FRANKLIN COUNTY	11,392	13,882	22,302	+ 21.9	+ 60.7
NASH COUNTY	44,764	45,485	77,457	+ 1.6	+ 70.3
JOHNSTON COUNTY	37,804	44,911	60,105	+ 18.8	+ 33.8

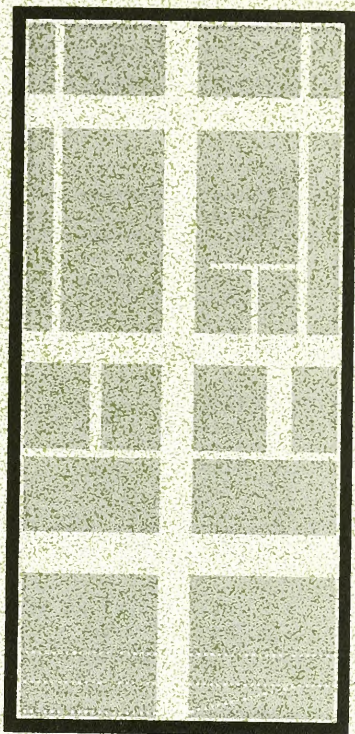
U.S. Census of Business

APPENDIX A - TABLE 9

N.C. DEPARTMENT OF REVENUE RETAIL SALES FOR WAKE COUNTY, 1950 - 1965

Fiscal Year Ending In	(\$000)	% Increase
1950	\$118,793	
1951	139,792	17.7
1952	146,398	4.7
1953	154,771	5.7
1954	157,953	2.1
1955	173,550	9.9
1956	221,410	27.6
1957	237,367	7.2
1958	241,817	1.9
1959	272,218	12.6
1960	295,959	8.7
1961	304,009	2.7
1962	380,400	25.1
1963	388,899	2.2
1964	409,671	5.3
1965	440,425	7.6

Statistics of Taxation 1952 - 1965



APPENDIX B

APPENDIX B - TABLE 10

1966 Zebulon Customer Opinion Survey (includes 104 Respondents from the town of Zebulon and the Retail Trade Area)

Question

	<u>No. Responding</u>	<u>% of Total</u>
1. Place of Residence:		
Zebulon	52	50.0
Within 2 miles of Zebulon	32	30.8
Within 3 miles of Zebulon	6	5.8
Within 4 miles of Zebulon	6	5.8
Within 5 miles of Zebulon	<u>2</u>	<u>1.8</u>
	104	100.0
2. Where do members of your family work:		
	<u>Total Number</u>	<u>% of Total</u>
Zebulon	50	33.8
Raleigh	48	32.4
Farm	17	11.5
Other	<u>33</u>	<u>22.3</u>
	148	100.0
3. How often does your family come to Zebulon to shop or obtain services?		
	<u>No. Responding</u>	<u>% of Total</u>
Twice a week or more	69	66.3
Once a week	33	31.7
Twice a month	<u>2</u>	<u>2.0</u>
	104	100.0
4. What percent of your shopping other than groceries do you do in Zebulon		
	<u>No. Responding</u>	<u>% of Total</u>
76% - 100%	38	36.5
51% - 75%	33	31.7
26% - 50%	21	20.2
25% or less	<u>12</u>	<u>11.6</u>
	104	100.0
5. Where do you buy most of the following items?		
<u>Type of Purchase</u>	<u>No. Responding</u>	<u>% of Total</u>
Groceries		
Zebulon	96	92.3
Raleigh	3	2.9
Wendell	1	1.0
Other	<u>4</u>	<u>3.8</u>
	104	100.0

	<u>No. Responding</u>	<u>% of Total</u>
Medicine & Drugs		
Zebulon	101	97.1
Raleigh	2	1.9
Wendell	1	1.0
	<u>104</u>	<u>100.0</u>
	<u>No. Responding</u>	<u>% of Total</u>
Everyday Clothing		
Zebulon	62	60.8
Raleigh	36	35.3
Other	4	3.9
	<u>102</u>	<u>100.0</u>
Good Clothing		
Zebulon	44	42.3
Raleigh	56	53.8
Other	4	3.9
	<u>104</u>	<u>100.0</u>
Furniture		
Zebulon	74	77.9
Raleigh	10	10.5
Wendell	6	6.3
Other	5	5.3
	<u>95</u>	<u>100.0</u>
Home Furnishings		
Zebulon	71	71.1
Raleigh	22	22.3
Wendell	3	3.0
Other	3	3.0
	<u>99</u>	<u>100.0</u>
Hardware		
Zebulon	90	90.0
Raleigh	6	6.0
Wendell	3	3.0
Other	1	1.0
	<u>100</u>	<u>100.0</u>
Appliances		
Zebulon	67	67.7
Raleigh	14	14.1
Wendell	15	15.2
Other	3	3.0
	<u>99</u>	<u>100.0</u>
Lumber and Building Supplies		
Zebulon	79	94.0
Raleigh	3	3.6
Other	2	2.4
	<u>84</u>	<u>100.0</u>

	<u>No. Responding</u>	<u>% of Total</u>
Farm Equipment		
Zebulon	14	42.4
Raleigh	3	9.1
Wendell	5	15.2
Other	11	33.3
	<u>33</u>	<u>100.0</u>

Fuel Oil, Kerosene, Gas & Coal		
Zebulon	65	81.3
Raleigh	3	3.7
Wendell	4	5.0
Other	8	10.0
	<u>80</u>	<u>100.0</u>

Fertilizer & Farm Supplies		
Zebulon	41	89.1
Raleigh	1	2.2
Other	4	8.7
	<u>46</u>	<u>100.0</u>

6. Where would you normally go if you need the services of the following people or business?

Doctor		
Zebulon	82	78.8
Raleigh	3	3.0
Other	19	18.2
	<u>104</u>	<u>100.0</u>

Dentist		
Zebulon	62	60.8
Raleigh	12	11.8
Wendell	21	20.6
Other	7	6.8
	<u>102</u>	<u>100.0</u>

Hospital or Clinic		
Zebulon	56	56.0
Raleigh	38	38.0
Other	6	6.0
	<u>100</u>	<u>100.0</u>

Bank		
Zebulon	74	72.5
Raleigh	8	7.8
Wendell	15	14.7
Other	5	5.0
	<u>102</u>	<u>100.0</u>

Lawyer		
Zebulon	59	72.8
Raleigh	13	16.0
Wendell	5	6.2
Other	4	5.0
	<u>81</u>	<u>100.0</u>

Merchandise	
Quality of Merchandise	2.2
Selection or variety of merchandise	2.4
Fairness of retail prices	2.2
Availability of credit	2.1
Sales Personnel	
Courteous	1.8
Personal appearance	1.3
Knowledge of merchandise	2.1
Other	2.3

8. What improvements are needed to solve major problems confronting Zebulon's downtown?

	<u>Total No.</u>	<u>% of Total</u>
Provide more off-street parking	79	11.2
Provide public rest rooms	72	10.2
Cover sidewalks	65	9.2
Provide a wider selection of merchandise	58	8.2
Place tub plants and trees downtown	56	8.0
Build attractive well-lighted walks from stores to off-street parking areas	55	7.8
Improve traffic circulation	52	7.4
Improve the exterior appearance of stores	50	7.1
Improve sidewalk pavement	42	6.0
Improve the interior appearance of stores	40	5.7
Other improvements needed	30	4.2
Provide for later store closing hours	25	3.6
Build a mall	18	2.6
Provide benches downtown	46	6.5
Improve downtown street lighting	16	2.3
	<u>704</u>	<u>100.0</u>

9. Indicate the order of preference of downtown improvements:

Provide more off-street parking	62	17.6
Provide public rest rooms	54	15.3
Cover Sidewalks	43	12.2
Provide a wider selection of merchandise	39	11.0
Build attractive well-lighted walks from stores to off-street parking areas	33	9.3
Other improvements	31	8.8
Improve traffic circulation	30	8.5
Provide benches downtown	28	7.9
Place tub plants and trees downtown	17	4.8
Improve exterior appearance of stores	16	4.5
	<u>353</u>	<u>100.0</u>

APPENDIX B - TABLE 11
SURVEY OF MERCHANTS OPINION
CONDUCTED 1966

(Total of 52 Downtown Merchants Responded)

Question

1. Do you own or lease your present business area?

	<u>No. Responding</u>	<u>Percent</u>
Own	22	44.0
Lease		
Leased from Zebulon Owner	23	46.0
Leased from owner not living in Zebulon	5	1.0
	<u>28</u>	<u>56.0</u>
TOTAL	50	100.0

2. (A) Number of persons working in your store or office (including employer, clerks, salesmen, part-time people, etc.)

Total Number 328 Average 6.6 per store

- (B) How many persons working in your store including yourself normally drive to work (number cars)?

Total Number 227 Average 4.5 per store

- (C) Where do they normally park?

	<u>Total Number</u>	<u>% of Total</u>
Off-Street	163	74.8
On-Street	<u>55</u>	<u>25.2</u>
	218	100.0

- (D) How many off-street parking spaces do you provide for?

	<u>Total Number</u>	
Owner & employees	165	average 3.9
Customers	146	average 3.4

3. How much floor space do you occupy?

Total number square feet 301,616 Average 7,200 sq.ft.
per respondent

4. (A) Do you plan to expand your business within the next five years?

	<u>No. Responding</u>	<u>% of Total</u>
Yes	23	44.2
No	<u>29</u>	<u>55.8</u>
	52	

- (B) How much additional floor space will you build?

Total number square feet 31,399 Average 3,900 sq.ft.
per respondent

(C) How many additional employees will you employ?

Total 63 Average 3.5 per respondent

(D) When you expand where will you do so?

	<u>No. Responding</u>	<u>% of Total</u>
On present site	14	53.8
In Zebulon CBD	9	34.6
In a shopping center	1	3.8
Other	2	7.8
	<u>26</u>	<u>100.0</u>

(E) If you were to establish a business for the first time, would you locate where you are presently located?

	<u>No. Responding</u>	<u>% of Total</u>
Yes	33	63.5
No	19	36.5
	<u>52</u>	<u>100.0</u>

5. Estimate the approximate percentage of your total dollar receipts in 1965 received from customers living in:

	<u>% of Total</u>
Town limits of Zebulon	26.0
Retail Trade Area	52.0
Area beyond retail trade area - - - -	22.0

6. (A) Do you feel the present supply of parking space in the downtown area is adequate?

	<u>No. Responding</u>	<u>% of Total</u>
Yes	8	15.4
No	44	84.6
	<u>52</u>	<u>100.0</u>

(B) How can parking conditions be improved?

	<u>No. Responding</u>	<u>% of Total</u>
Better use of existing spaces	15	23.8
Provide meters	6	9.5
Provide more off-street parking	42	66.7
	<u>63</u>	<u>100.0</u>

(C) Who do you feel should provide off-street parking facilities?

	<u>No. Responding</u>	<u>% of Total</u>
Individual business establishments	16	40.0
Merchants Cooperative Cooperation	7	17.5
Other	17	42.5
	<u>40</u>	<u>100.0</u>

(D) Would you be willing to contribute financially (in proportion to your direct benefit) to provide off-street parking for customers in downtown Zebulon?

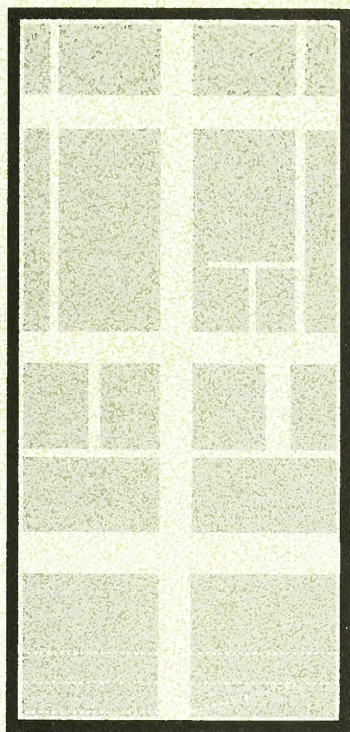
	<u>No. Responding</u>	<u>% of Total</u>
Yes	26	63.4
No	15	36.6
	<u>41</u>	<u>100.0</u>

7. What improvements are needed to solve major problems confronting Zebulon's downtown?

	<u>Number Responding</u>	<u>% of Total</u>
provide more off-street parking	42	14.6
improve the exterior appearance of stores	34	11.8
improve sidewalk pavement	31	10.8
cover sidewalks	30	10.5
improve the interior appearance of stores	29	10.1
provide lighted walks to parking areas	25	8.7
provide a wider selection of merchandise	24	8.4
provide public rest rooms downtown	19	6.7
improve traffic circulation	17	5.9
provide for later store closing hours	10	3.5
improve downtown street lighting	11	3.8
other	9	3.2
place tub plants and trees downtown	3	1.0
provide benches downtown	3	1.0
	<u>287</u>	<u>100.0</u>

8. Indicate what actions should be taken in downtown Zebulon to best meet the needs of present and potential customers?

	<u>Number Responding</u>	<u>% of Total</u>
provide more off-street parking	32	23.7
improve the exterior appearance of stores	29	21.5
improve the interior appearance of stores	17	12.6
provide a wider selection of merchandise	14	10.4
improve traffic circulation	13	9.6
build attractive well-lighted walks from stores to off-street parking areas	11	8.1
improve sidewalk pavement	10	7.4
provide public rest rooms downtown	9	6.7
	<u>135</u>	<u>100.0</u>



APPENDIX C

APPENDIX C - TABLE 12

EXISTING BUILDING USE CLASSIFICATION

In 1965, a survey of the central business study area was conducted during which the use of every building within the area was recorded. These uses were grouped into ten categories, each consisting of those establishments having similar characteristics and functions, and were plotted on a map. The ten categories used for grouping individual building uses are described below:

<u>CATEGORY</u>	<u>DESCRIPTION</u>	<u>TYPES OF ESTABLISHMENTS</u>
Primary Retail	These establishments sell low bulk specialty and comparison items and need to be located near other primary retail stores at the center of commercial activity	Department stores, apparel shops, variety stores, shoe stores, jewelry stores, flower shops, other specialty stores etc.
Secondary Retail	These establishments sell both high and low bulk items and can function well in either fringe or central commercial locations.	Hardware stores, automobile sales centers, furniture stores, appliance stores, etc.
Convenience Retail	These establishments sell frequently purchased, non-comparison items such as food, drugs, and gasoline and require an easily accessible location	Grocery stores, meat markets, drug stores, service stations, dairy bars, etc.
Administrative, Financial, and Advisory Services	Establishments included in this category are those which perform administrative functions for government, and commerce, those which manage financial activities, and those which carry on professional consulting services	Local governmental offices, service organizations, lawyers' offices, banks, etc.
Consumer Services	These establishments provide personal services, commercial entertainment, and communication services for the citizens of a community.	Restaurants, barber shops, beauty shops, laundromats, dry cleaning, watch repair shops, theaters, post offices, telephone offices, etc.
Social and Cultural Services	These establishments provide the community with mental, physical, and spiritual services.	Libraries, churches, etc.

<u>CATEGORY</u>	<u>DESCRIPTION</u>	<u>TYPES OF ESTABLISHMENT</u>
Manufacturing and Industrial Services	These establishments manufacture goods and/or provide services needed by other industries.	Construction contractors, etc.
Wholesale and Storage	These establishments store and/or sell goods in large quantities or perform maintenance and repair operations on mechanical objects	Bulk petroleum terminals, wholesalers for all types of retail products, warehouses, tire retreaders, etc.
Residential	These establishments are the dwelling places of the families of a community	Single family houses, duplex apartments,
Vacant	These establishments include any of above establishment types which are not occupied.	All of the above

APPENDIX C - TABLE 13
CONDITION OF BUILDINGS
(Distribution By Class)

Classification	CBD Core	Fringe Area (Outside of Core)	Total CBD Study Area	% of Total Buildings in the CBD Study Area
Class I	30	23	53	32.1
Class II	27	64	91	55.2
Class III	6	15	21	12.7
	63	102	165	100.0

Source: Survey by Division of Community Planning, December, 1965.

APPENDIX C Table 14

CENTRAL BUSINESS DISTRICT SPACE IN CLASS III

Condition by Type of Use
(in square feet)

Type of Use	CBD Core	CBD Fringe Area	CBD Study Area
Secondary Trade	---	2250	2250
Convenience Trade	--	1900	1900
Sub Total	--	4150	4150
Wholesale and Storage	2125	7725	9850
Vacant	3025	2125	5150
Total	5150	14,000	19,150
Residential	5075	17,150	22,225

Source: Survey by Division of Community Planning,
December, 1965.

APPENDIX C - TABLE 15
CENTRAL BUSINESS DISTRICT
CORE PARKING DEMAND - 1966

Use	Parking Ratio	Floor Space (Sq. Foot)	Parking Space <u>a/</u> Demand
Primary Retail Trade	2:1	23,300	116
Secondary Retail Trade	1:1	52,300	131
Convenience Trade	1:1	21,900	55
Consumer Trade	1:1	28,900	75
Admin. Fin. and Adv. Ser.	1:1	21,000	<u>53</u>
			430

a/ Computed at 400 square foot per parking space

APPENDIX C Table 16
PARKING DEMAND BY BLOCK - 1966

Block <u>a/</u>	On-Street	Off-Street	Total	Demand	Surplus of Deficient Located within 300 feet of Arendell Avenue
A	43	68	111	36	75
B	44	117	161	54	107
C	64	70	134	122	-25
D	72	28	100	31	24
E	65	109	174	87	-14
F	82	73	155	91	19
G	34	32	66	114	-48
H	42	—	42	28	— 0
Total	<u>446</u>	<u>497</u>	<u>943</u>	<u>563</u>	<u>+138</u>

a/ See Parking Inventory Map for location of Blocks

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